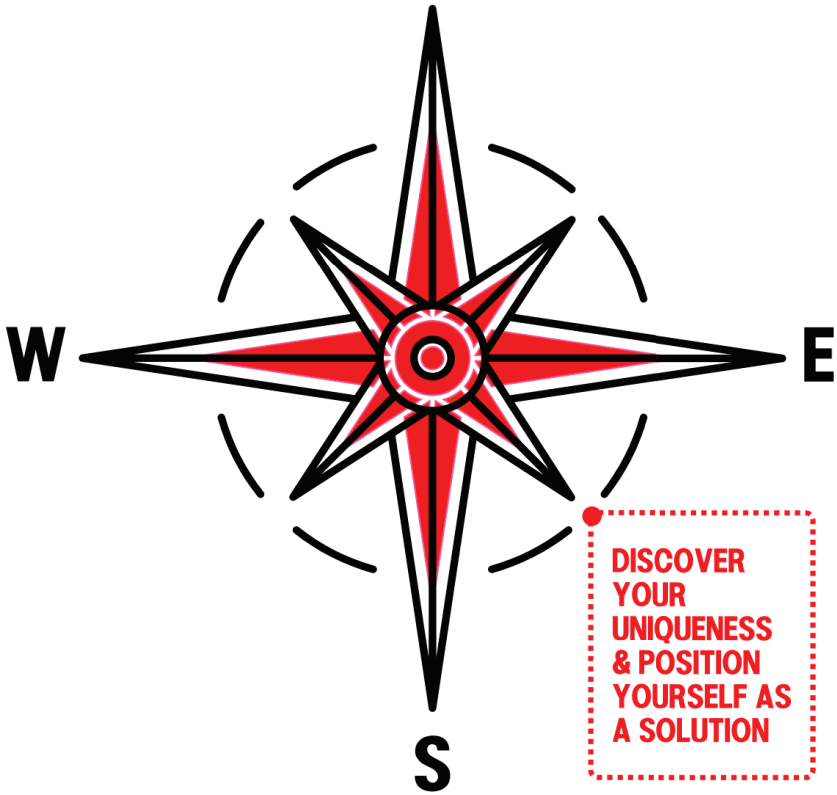


BEGINNERS GUIDE TO
**PERSONAL
BRA N DING**



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**This book is dedicated to the Creator of
heaven, earth and everything in it,
the one who breathes life into earth's people
and makes them alive with His own life.**

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BEGINNER'S GUIDE TO PERSONAL BRANDING

Making Hard Easy

Introduction

Beginner's Guide is a road map for anyone seeking to build themselves or grow in purpose.

The truth about life is that everyone has a purpose, and the ability for you to fulfil that purpose lies firstly in finding yourself and then taking advantage of the tools made available in the modern world.

This book will help you figure out a marketable message and version of yourself through principles, practices and data-informed methods.

My mentor Pastor Kingsley Okonkwo says, "You do not preach a good message, you preach a true message". This quote sums it all up, not just regarding what to expect in this book but even with respect to the entirety of personal branding.

What makes your personal brand real and what determines its longevity is how true or how clear it is, you can't wear a mask all the days of your life, and you can't continuously lead two lives hitch-free.

As individuals we are already accompanied by excesses and weaknesses, it is our job to develop ourselves rather than hide our weaknesses, I am talking about situations where

people create a 'perfect' persona for the public eye but still hide a lot in the dark, after a while the truth will get out or you will get tired of performing. In the business world as we know it, a "professional brand manager" would typically be spin-focused, he is interested in building you to appear to have an impeccable message with commendable values on paper albeit misaligned with your reality. That is not what I stand for and that is not what this book will do, it will help develop the real you, and you will get more clarity on what this means as you get through the pages.

We do not tweak the 'brand' to portray you as 'excellent', we develop you and push the brand as 'progressive'. Anyone knee-deep in the business of branding knows it is a lifetime journey, a brand must continue developing as a sign of growth and this is usually where the client and builder largely miss it.

Journey with me as I help you discover your uniqueness and help you position yourself as an evergreen solution.



Chapter 1: **It's Not What** **You Think It Is**

In my years of building brands, content creation, digital marketing, and everything related to media, I have heard and seen all sorts. One thing that has resonated with me profoundly is that ‘lack of vision puts people in an inferior condition’. When exposed to light, you can do more, and what seemingly looks and feels difficult becomes easy.

If you were going to invest in a business, my first advice would be for you to gain knowledge about the industry as I do not advise that you invest without seeking knowledge, and this is precisely what you and I will be doing first and foremost: unlearning and relearning.

What comes to mind when you hear the word BRAND?

Tell me, go back, I want to know.

A brand is the makeup of a product.

A brand is also popularly defined as “A name, term, design, symbol, or any other feature that identifies one seller’s goods or service as distinct from those of other sellers.

Inside a brand are the different ingredients that help differentiate one product from another. I promised this was a beginner’s guide, so I will break it down more.

A brand is the character of a product, company or organization. There is more to a brand than what is displayed on a shelf, on a store page, in a speech, or even in a book; before the product existed, there were visions, goals, missions, and ideologies that all came together to form the result you see from every brand.

Now, what comes to mind when you hear the term PERSONAL BRANDING?

Oh, come on, don't ignore me! Go back

A personal brand is the embodiment of a personality as a product.

This means a brand in human form, a product in human form.

Putting it like this makes it easier to understand the ideology of seeing yourself as a product, not because you are not a 'real person' but because you are 'valuable, marketable.'

What this perspective shift does for you is you begin to see yourself as someone who can be advertised, promoted, shared, valued, etc.

Personal branding is the act of building and positioning a personality in the form of a product and taking the

personality from a place of obscurity to visibility.

It is finding your uniqueness, working on it, and putting it on a platform to reach many for a specific purpose.

As we approach another bend in our journey, I would love to share 7 tips that will seal the deal in this chapter and bring you as much clarity as you need. I dare say many of you can stop here and proceed to build a successful brand from these 7 tips.

7 THINGS YOU NEED TO KNOW ABOUT ONLINE PERSONAL BRANDING

You Can Start Alone

It is possible to take baby steps to find your uniqueness and build on it without having all you think you need. It starts with finding yourself, your story, your talents, and your unique ideas, making them relatable and interesting, and sharing them with people around you or online.

You can start posting yourself, do some designs yourself, and learn how to write captions and edit videos with your phone. You need to START, so push yourself a little more.

Showing Up Is Not Enough

Showing up for yourself is great, and deciding to begin to share content, ideas, and thoughts is great, but more is needed. Make up your mind that it won't be shabby work, yes you may not be very skilled yet, but you can take a clear picture, you can get a clear video, you can get the right

angle, you can use the right words, remember it's your craft, don't just do anything and runoff, have the mentality of 'excellence', not perfection Excellence. Give yourself room to do something standard, think about what you want to create, plan out the steps and try to make it work...Best believe, that if you approach your creation process with this mentality, good things will happen.

It's Great to Know What You Want

Branding can be outsourced, in the sense that it can be given to a third party to work on but as easy and stress-free as that sounds, you stand a chance of losing the essence of your brand if you never play a part in the brand-building journey.

What I mean in simple terms is the purpose of a thing lies in the hands of the creator. The original intent of the creator lies in the manual of the creation, so you should know why you exist & be able to communicate it effectively with clarity and simplicity, know what you want to achieve, know what you are about as a person or a product, know the vision and mission of the person or product because this will help you build something identical to what you perceive about yourself or your product on the inside. If you lack these answers, you need more clarity rather than visibility, or the visibility that brought about 'fame' will bring pain over time.

You Have to Do 'YOU' More

I need you to understand this: every seed or raw material required to birth the YOU of your dreams exists inside you. When you were created, there was a set-out plan for your

life. I would love to go more in-depth with this, but it is not in the scope of our study today, but I am currently working on THE WHY BOOK (It will help you when it's published). What I am trying to let you know is that all you need to rise from the ashes is inside you, all you need to sharpen the raw talents/gifts is intentionality to grow in the areas that need development. For example, the ability for an eaglet to fly is within, but it needs an unlocking, training, and trials to pass; it never had to ask God or its father to impart the gift of flying. The same goes for you - everything you need to rise above mediocrity is in you. You just need some unlocking, training and trials.

Doing YOU does not mean staying the way you are and not improving, but it means going deeper and wider into yourself and finding how to harness your YOUNiqueness in the path you have chosen to follow.

Creative Repetition Is Better Than Sporadic WildFires

It is better to find new ways to express the same message than to have numerous ideas or messages and lose consistency due to the lack of execution. For example, I can create fashion content to educate you on 'the importance of having black outfits in your wardrobe' by shooting a video with a black dress, another video with a black shirt, another with black pants, and another with black shoes, take great pictures from each shoot and schedule them for other days, rather than having an idea like '10 nice outfits to wear' and because of how busy life gets, I only get to create two videos in 4 weeks. The second idea is not unachievable, but it is better to creatively repeat content than to have a wildfire

once every three weeks. Clearly, the first idea affords you more content to post and keep the conversation going. This is why you must aim for sustainability, find out what works, and break your content into smaller interesting bits. You would be surprised how far that will take you and grow your community.

Numbers Can Lie

One of the biggest mistakes I have seen individuals and organizations make is to measure their impact and ability to yield results by the number of followers they have on social media or by the number of followers their prospective clients have. Followers do give a good impression, but it is rarely ever about the number of people that follow you, but about the number of people you are able to influence to take positive action. This is what qualifies as true impact & authentic leadership. It is okay to start small and build a connection with your community, don't pressure yourself.

Challenge Yourself

What makes you stand out as a brand is your ability to see areas you need improvement and clarity and make intentional decisions to become better in those areas. That is the lifestyle of an evergreen personal brand - finding ways to become more precise on the message, more accurate on delivery and going for it. Not a lot of people carry out an accurate assessment of themselves, but doing this will make you stand out.



Chapter 2: **It Starts with You**

Say this aloud - I AM A SOLUTION. THE WORLD NEEDS WHAT I HAVE, AND I WILL DELIVER.

On your journey to building a personal brand, one of the things that matters the most is how you see yourself and the words you speak about yourself. Over the years, I have encountered a lot of people who struggle to believe in themselves and their capabilities. It's either they are building a dream or a vision but doubt a lot, or they are doing nothing about their burdens, and they doubt the more. Those are two extremes, and the questions I constantly ask about this are, "Where does this mindset find its roots? What experiences informed their view of themselves?"

After closely monitoring and pondering on every similar case, I realized that the world will most times naturally raise people to believe less in themselves and if they are not raised and taught by intentional parents, guardians and mentors, they never grow beyond the limitations set for them by society. This is why before you run into the world with your cape on, you must start by discovering & developing the real YOU from within, then without. Before all your fears, limitations and even experiences existed, you were once, as a child, in your purest form where "everything" was possible. In the same vein, I need you to know that in that pure form, you can become all that you are meant to become. Your talents and gifts have been laid out and the only way you can tap into that reality is by searching within. Now, let's assume not everyone struggles with the way they view themselves and they already have some clarity, another thing you must then look at is how

you can be better as an individual because your brand is the expression of who you are. When you think about it, you wouldn't be reading this book if you believed everything was perfect.

I would love to go in-depth about YOU, but that's not the purpose of this book. Still, I assure you if you "listen" closely enough, you will gain clarity on what is missing and how to find it.

Whenever I talk about personal branding, I hit a gusher. I find myself sharing authentic things in the most authentic way. This is because I have discovered myself and my uniqueness has opened up a place for me that doesn't run dry. Likewise, I say to you, personal branding gives you a better shot at leadership; it is not an option but a powerful leadership enabler, it's the essence of leadership.

The WHO, WHY, HOW & WHAT

Now, on the journey to discover YOU, you must understand that the idea is not aimed at creating an 'act'. Instead, it is focused more on being more of who you are so you can perform at optimal levels. The question is, who are you?

I know I said I wasn't going to go deep into this study, but let's delve into it briefly:

WHO answers the 'identity' question. Identity refers to our sense or perception of who we are as individuals and members of a society or group. Knowing who you are means knowing your values, your likes, dislikes, your

superior beliefs, and more. When you know your identity, it becomes easier to separate you from the multitude.

Not knowing who you are has been one of the many reasons personal brands have been unable to maintain a consistent yet evolving look; they are sometimes here and sometimes there. It even runs as deep as their messaging, they find out that they can't stick to their values but are more focused on the trends and the voice of the market. Although it is wise to stay updated with trends, over time, you do not want the market to dictate who you are because this is what leads to what I call an identity crisis.

An identity Crisis is a period of uncertainty or confusion in a person's life. The crisis occurs when a person's sense of identity becomes insecure and unstable. Study shows a series of causes of the problem. Some include marriage, divorce, loss of a loved one, losing a job, and so on. As much as these are valid causes, one significant yet overlooked cause is the inability or sometimes unwillingness to be introspective. The failure to find one's uniqueness happens when we don't look within, some people have been taught to look at others for everything, but they never have authentic desires. Some look at the shallow aspects of life, so they never get to search within for more answers and more reasons why they make the choices they make. It is imperative that you ask yourself questions, find out what matters to you, find out what you see as a win, find out the origin of your drive and passion. Make sure you write these things down, find out what you like and what you do not like, find the origin of your existence, find out why you were created and this leads us to the next point.

After discovering WHO you are, the next question to ask is WHY.

WHY answers the 'purpose' question and your journey on earth will remain irrelevant until you understand why you are in it as well as the role you play.

We all have what we do, which is valid and makes up a significant part of our existence, but knowing why we do what we do is the heartbeat of the idea called 'fulfilment.' As individuals, it is essential we look deeper into ourselves to ask why we do the things we do. Have you ever seen or heard of a very wealthy man taking his own life? You hear of such stories and ask yourself, 'How? I thought he had everything?' In the same vein, imagine an individual from a less-privileged family, grateful and living a happier life. In this case, it is clear that quantity is not directly proportional to quality, which means that true living is measured by the degree to which you discover your WHY, and the answer to your WHY can only be gotten from your creator.

Many years ago, I graduated from university with a second-class lower degree. How I even managed to graduate was a miracle. I graduated with a bachelor's degree in Computer Science but at heart? I was a rapper. All I did in and after school for two years was rap. Every other thing, I did without my heart but with my hands. I loved music so much. Funny story: on my graduation day, I was in the studio recording a song and I missed the ceremony...My mom was perplexed, she tried to convince me to attend the ceremony to no avail. Post-graduation, I started a job in an I.T firm that was the top distributor of Dell Computers in the whole of Nigeria.

It seemed like interesting information to chip in when I told everyone where I worked that I had a plan to resign within 2 years and go into music full-time. At the time, the job was a means to an end to financial stability but I also never attained this while working there. After long periods of pain and sheer frustration, I began to realize fulfillment only comes from doing what you were “created” to do. Not following your passion but following your purpose. They are very different and I’ll point out how:

Your passion is built from focusing on external things that can spark enthusiasm or a connection while purpose is built from focusing on the intrinsic factors deposited in you by God to lead you to the point of your highest calling.

This is not to say that there were no highlights of the job, there were. For example, I felt good whenever I received my salary, this is a natural highlight for most people. I also loved when partner companies shared good feedback about my service but as time went on, I got burnt out and realized that I was due for a change. And that change happened. My entire life changed. I switched my career path and began my journey as a brand manager. I was inexperienced but I knew that I had a lot to offer. Not long after, I began to take steps to build out what was already on the inside. I had clarity and I knew that this was the journey I would dedicate the rest of my life to. If you pay close attention to my story, you will notice a pattern of transitions. From working solely for survival to discovering a path that makes me feel alive and discovering my “why”. When I switched careers, it was not immediately lucrative but I experienced more fulfillment than I ever had prior. And now, there’s no going back.

This resolve comes from a deep knowing, which I call my WHY. As great as money is, I'd rather choose to be paid with a sense of fulfilment rather than money alone. There are compromises I can no longer make because I now realize my value, I know who I am. This is what knowing your WHY does to you - it helps you function from a place of abundance, helping you understand that you will always have more than enough to give even when you are at rock bottom.

The reason there's such an emphasis on your "why" is because it helps you connect and communicate with people and draw them to a place of shared interests. God put you on this earth for more reasons and people beyond yourself. Have you heard the famous saying from Simon Sinek, "People don't buy what you do, they buy why you do it"? This is because your "why" speaks to the part of the human brain that controls emotion - the limbic brain as opposed to the neocortex which is that part of the brain that holds logic. For instance, if I wanted to sell a book to you and I said, "This is one of our best-sellers that can help your marriage", it sounds nice but imagine I were selling the same book and instead, I say, "We understand that the person you choose to spend the rest of your life with can either give you a lifetime of joy or chaos. This is why we put this book together to screen your thoughts and bring you clarity". You automatically connect better with just one of these adverts. You can try this out with a friend. With this exercise, you get an idea of how the brain works and it proves that decision-making is made easier by communicating your "why" and not just "what".

Research reveals that there are better ways to communicate with people beyond being so matter-of-factly because this makes their decision-making process harder. There are three significant levels of the brain: The two middle sections comprise the limbic brain. This part of the brain is responsible for feelings like trust and loyalty. It is also responsible for all human behaviour and decision-making. I would usually recommend working on things you have a firm belief in, but in cases where people are not necessarily building brands around the purpose they exist, it is still possible to infuse your values into whatever you are trying to promote. Dive deeper into the reason the product exists and why people should connect with it, rather than the features of the product. Bear in mind that all your competitors most likely also have the same product, albeit with a few differences here and there, but what seals the deal for you at the end of the day is the WHY of your product. Whenever we prioritize communicating the WHAT aspect of us first, it helps people understand the basics but it rarely ever influences behaviour. However, when we communicate our WHY, we speak directly to the part of the brain that is immediately triggered to make a decision and act on it. After finding your WHY, the next question to ask yourself is “HOW”.

In simple terms, your HOW is the way you go about achieving your WHY. That is, your values, guidelines, systems and processes that lead you to fulfilling your WHY. For example, if your WHY is to help individuals make better relationship decisions that impact society positively, one of the ways you can achieve this is to give people clear guidelines on who to look out for. E.g.: a kind person in action, a person willing

to stay committed to the relationship, a person intentional about their personal growth and so on. These are all HOW's that help achieve the WHY. Now, imagine this was a content creation class and you work in a counselling company that promotes the values of a healthy marriage. I need you to come up with creative content ideas that can lead people to key into the organization's WHY. Can you imagine how easy that will be? Can you already think of how many topic ideas you have? The majority of the work goes into the execution of the idea, but as far as ideas, concepts, and direction are concerned, your foundation is vital. This is what it is like to know your WHY & HOW; it helps you stand firm in the marketplace and the world at large, it makes it clear that mastery (the ability to reproduce success) is possible.

My question for you right now is, after knowing WHO you are and WHY you do what you do, is it easy to understand how to achieve it?

When you discover your HOW, you must be disciplined enough to follow the values, guidelines, etc. so that you can consistently reproduce your WHY. Try as much to make it simple to understand and place it in every corner so you're constantly reminded of it.

After finding your HOW, the next question is the "WHAT" question.

WHAT answers the question of assignment.

Let's assume that you now have a full understanding of your WHY and you've grown in discipline with your HOW,

then WHAT you do will be a direct result of your beliefs. It is like the law of seed, time, and harvest: plant the seed and sooner or later, the results will show. Your harvest will be the mature version of the seed you planted. So, if you sow corn, don't expect to reap anything different from corn. If you envision a fashion business, create designs that match your vision and execute accordingly without expecting the results of someone else who started a sports company. The same goes for the platforms and outlets you use to create your brand expressions. Knowing your WHO, WHY, HOW & WHAT keeps you aligned with your vision. It determines the kind of content you put out, discourses you engage in, things you do and ideas you share. This is not because you do not ultimately have the freedom of expression but because you now have a goal and achieving your goal requires the discipline of consistency with what you do and the determination to see it through difficult seasons. To be disciplined and determined, you cannot afford to be everywhere all at the same time. Just like the saying goes, "Great people don't do too many things."

Vision & Mission

The next thing we must uncover as we build you is your vision.

You need a vision for your brand; what is the idea for your brand?

When I speak about vision, I am referring to what you see about your brand. How far can you see your brand going to provide a solution for the world? For anyone starting something, whether it's a business, a movement, or a

group, it is essential that as the head or the leader of this endeavour, you have a powerful imagination of how deep and how wide you want what you are doing to go. Vision is the faculty or state of being able to see.

Vision is the ability to think about or plan the future with imagination or wisdom.

Vision is a mental image of what the future will or could be like.

Vision is a vivid, imaginative conception or anticipation.

You must have a vision for your brand because it gives you a sense of guidance as you build. You need to understand that branding never ends. As you grow, your brand evolves, but your core values never change. One great way to track if you align with these values is to write your vision down and put it everywhere you go so you are reminded of it and always stay disciplined.

To build your vision, you need to write out what you want for your brand, how you want it to look, where you want it to be, who you want it to be associated with, what kind of products can come out of it, the demographic you want to reach and so on. Your vision will mature and grow over time. Still, this foundation leads to extreme transformation. The last thing to do after writing your vision down is to write down the steps it will take to actualize these grand ideas. You may not know some answers, but note the ones you know. Andy Stanley wrote about creating and building on compelling visions in his book, "Vioneering" and I suggest

that you read it too. It changed my life. What do you see for your brand?

The next thing we must uncover as we 'build' you is what measures a win for your brand. While the vision outlines the aspirations for the brand's future, the mission outlines the brand's commitments today. Your mission is the smaller assignments or requirements that will lead to the fulfilment of the vision of your brand.

Let's assume that your vision is a huge project that can't be completed or achieved with a single content release, what areas should be in check in your WHAT that will lead to accomplishing your vision? What can you do today and every day that will draw you closer to accomplishing that vision? If you see your brand being the gateway for influencers to work with fintech companies, what can you put together that will lead to the achievement of the grand vision? Would it be to start building relationships with the body that regulates all Fintech organizations? Would it be to start a firm? Does this give you a better understanding of how to measure a win?

The project of building YOU is one of the most important aspects of personal branding as the quality of your brand's foundation will be revealed over time. Similarly, to how everyone should have a mentor or an accountability partner, everything you put together in the process of building YOU is aimed at keeping you in check and in line with the overarching burden of your brand.

Brand Identity Development

With every building, you begin with a strong foundation to ensure that the finished building doesn't crumble. This is why we focused on you for a while. Now, it's time to add other elements to this building, let's say, we're painting. Although there is an inward identity, a knowing of oneself that keeps you going, there is also an outward display of the same identity. This is what helps your (potential) audience recognize you. Your audience needs to get to know and understand who you are so that they can connect with you. Creating a unique identity for your brand will help you achieve this.

Here are some factors to take into consideration:

Brand Colors - What colours suit your brand? They should match the brand's persona and not draw people away from the entire essence of the brand. Choose colours that suit you and align with your story. Brand colours are the specific colours chosen to represent a brand's personality and values, creating a visual identity that makes the brand recognizable and evokes the right emotions in the audience.

Logo or Profile Photo – A brand logo is a unique design or symbol that represents a brand visually, making it memorable and easily identifiable, while a profile photo is the main image used on social media or online platforms that reflects the brand's identity and creates a consistent first impression.

Fonts & Typography – Fonts and typography refer to the style and arrangement of text in a brand, helping to convey the brand's personality, tone, and readability, making the brand's message visually engaging and consistent.

Visual Style or Aesthetic – A brand's visual style or aesthetic is the overall look and feel of all its visuals, like colours, images, and design elements, creating a cohesive appearance that reflects the brand's personality and appeals to its target audience.

Visual Consistency – Brand visual consistency means using the same colours, fonts, logos, and design style across all brand materials to create a unified and recognizable look that helps people easily identify the brand. You must have your personality, message, and style in mind as you put in your finishing touches to your identity to stand out and become recognizable as you stay consistent.

Tagline/Slogan - This is a short, memorable phrase or slogan that captures the essence of a brand's mission, values, or promise. It's designed to communicate the brand's identity, resonate emotionally with its audience, and leave a lasting impression.

Brand Voice - The consistent personality and style of communication a brand uses across all platforms. A brand story is essentially the story of your business as perceived by its customers and potential customers. It's the emotional-based narrative of how your product or service improves customers' lives. The story should always start with your WHY-HOW-WHAT; we have an example to buttress this

point above. Remember, people don't buy WHAT you do but WHY you do it, so tell it! Example: Friendly, professional, witty, authoritative.

Brand Story - This refers to the narrative that explains the journey, purpose, and mission of a brand. It connects the brand to its audience emotionally by sharing its origins, challenges, values, and the impact it aims to make.

You must also create a guideline that can help you stay consistent with your brand output. Do you remember everything we discovered about you on our journey? Yes, those are the things you will begin to push out as your message intentionally. It will be covered in the content ideas and execution, captions, and even taglines. A deeper definition of a tagline is: it is a catchphrase or slogan primarily used in advertising. I recommend that you draw up your tagline from your WHY so that it can always have a purpose-based appeal. For example, the tagline of one of my initiatives is, "The WHY to your creation is in Christ". If you get to know the vision and mission of my brand, you will be able to make a strong correlation between my brand image and this tagline.



Chapter 3: It Continues with Them

At this point, it feels like I have undergone a mini-surgery and a major surgery. Do you feel this way too? It is okay to take some more time to answer all the questions asked in previous chapters to ensure that you come out with a more concrete understanding of your brand or life as a whole. I say “life” because I can boldly say that if you are managing your personal brand well, then you might as well call your brand your life because it is an expression of who you are. Now enough with ourselves, let’s also look into the people who make this entire journey worthwhile...

If people are your resource, then you need to spend time connecting with people. At the end of the day, personal branding is not about you, it’s about knowing the people you are trying to reach and meeting them where they are. Saying it is not about you may seem contradictory at first but let’s go back to the reference from chapter 2 that says, “I AM A SOLUTION”. What is a solution? Why does the concept of a solution exist? Is a solution created for itself? The simple answer is: no. A solution exists to solve a problem and if you are the solution, then you were not designed for yourself; instead, you were created to solve problems (for others). This is why I must reiterate that it is not about you, it is about the people you are trying to reach, where they are and how you can meet them or their needs. More often than not, I love to approach life with a level of depth, not in a bid to complicate simple things but in order to help people recognize and understand purpose. Many people talk about personal branding only from a business perspective. Some refer to it as a means to get results for the work they’ve done but I beg to differ. Personal branding is a way to lead, a

way to inspire and most importantly, a lifestyle. So, beyond utilizing your brand to solve problems, which is great by the way, it is also a medium and an opportunity to speak up as light, against the overruling of darkness in our world today. Personal branding is a way to enlighten people, a means of giving people who have been blinded by the vicissitudes of life an opportunity to see beyond again. When executed brilliantly, it plays a huge role in bringing forth positive change in the world.

So, who is “**THEM**”?

If you just read the introduction to this chapter above, you already have a hint of the answer to this question. “Them” is your audience - the people who listen, the ones who care, those who help, everyone who buys. “Them” is your people, the human beings that you can have any iota of influence on. When you reflect deeply on this definition, you will slowly begin to understand that we are dealing with a variation of possibilities, experiences and mindsets present in human existence. And to pass your beliefs and solutions down to them, you must be able to speak their language.

When you want to connect with people, one thing to consider is their interests. Who are they? What do they believe in? Answering these questions will lead you to the audience that your brand or product serves/desires to serve. However, it is not always automatic or instantaneous. Sometimes, you have to do the hard work of digging deeper to discover those who need you, your brand and your services. Remember, if you seek, you shall find.

How to Find Your Audience

There are several factors to consider when building or discovering your audience. First and foremost, you can only find your true audience if you have a clear message that is born out of a clear vision. Over time, you will notice that your message, when consistently shared, will grow into a fruit-bearing tree, but it doesn't end here. The second consideration involves you taking in-depth notes of the (kinds of) people who connect with your message frequently. By doing so, you begin to build a database of people and soon enough, you will not only grow an audience but also grow in the confidence of how to successfully reach them. Now, let us dive deeper into how to find your target audience. This process involves some research and it may seem a little more complicated than previous processes we've discussed in earlier chapters but it is very worth it! Here are a few more considerations on what to look out for when targeting/finding your audience.

Audience Persona

Having this information is crucial for knowing the demographic your brand aims to attract and with that, you will also be informed on how to retain them. Also, the beauty of targeting is that we aim for the bull's eye, but any dart/arrow that lands outside the bull's eye will still be counted as a win.

- Age
- Gender
- Education Level
- Location
- Career Etc.

To get a more holistic view of what works for your brand, you must research other persona typesets of your audience.

Audience Lifestyle

Remember, we are on a journey with people, and to provide tangible solutions to these people, we must know where they are, what they want, and more; this particular audience-finding metric helps you figure out the kinds of life your audience lives.

Here are some questions to ask;

- What is their daily life like?
- What kind of activities do they enjoy doing?
- What are possible goals they want to achieve?
- What are the problems they face on their journey?
- What is something they need to make life better?
- What would they love to hear

If you have these questions accurately answered either by carrying out a small research by asking the people you have access to online/physically or watching what they do, you will be taking your brand a step closer to niching down and also taking your brand to a place more cemented in the hearts of the present audience and even new ones.

Audience Behavior

This last metric will help you understand how your audience talks, who they follow, what communities they are involved in, and so on.

Here are some things to look out for

- Who they follow
- Communities they visit and engage with
- How they speak on their post, captions, stories, etc.
- What they like

When you find all these things out, you will realize you are getting closer to the “image” you are trying to build.

My advice is this: grab a journal and write the answers to these questions so that you are also applying knowledge as you read. If you observe closely, you will realize that there are so many products, content and messages that can come from these 3 metrics, so much that you may not run out of range.

How to Keep Your Audience

Just like a relationship, attracting and getting the attention of a likely partner is one thing, and then keeping them connected to you is another thing. The same principle applies to building your brand - it is one thing to “stop the scroll” and another thing to keep them connected with your brand. This takes a deeper level of intentionality with your messaging and content.

You need to have a holistic view of the growth lifespan of your audience; you need to know when they started needing you and why, as well as what they will need as they journey through life. This will help you provide value to them at every given time. Also, you need to know when they might stop needing you - sometimes a percentage of you, other times, all of you.

When you read this from the top, you will realize the level of intentionality needed to build what you're building. So, why go through all this with an image that doesn't connect with you? This question takes us back to the focal point of chapter 2.

At this point, I believe you would have found your area of speciality; you would have gotten specific with what you want your brand to do for people. If you haven't, it may be more challenging to know how you can be of measurable value to your audience.

Here are some ways to keep your audience:

Connect

How can you know your tribe, community and audience if you are always indoors? Meeting people virtually is a great first step but if you have a desire to reach "the world", you must be willing to move past the uneasy emotions and step out of your comfort zone and this may involve creating avenues to connect with people offline. A harsh reality is that no one changes the world by staying in their comfort zone; for growth to occur, there has to be some change and it may or may not come with a lot of awkward discomforts. To retain your audience, you must meet with your audience, find out what they are about, collaborate with some, and study some. The more familiar people are with your brand, the easier it is for them to join your community, so you have to find ways to put and push yourself 'out there', as frequently as possible. Remember that being 'out there' doesn't mean sending messages incessantly to your audience. Rather, it refers to staying consistent on your platform, posting,

and sharing quality messages that align with the needs of your audience. Once you start fulfilling your WHY, little by little, it will begin to make sense because people connect to authenticity. Remember, you have all that it takes.

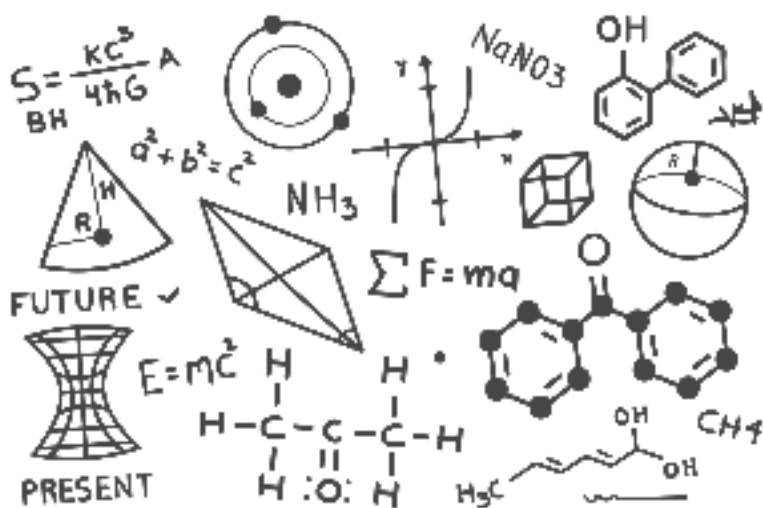
When the audience begins to show interest in what you do by commenting and liking your posts consistently, what it means is you have created a flow and they are unconsciously in constant conversations with you. At this very point, you have the leverage to build something solid or not. They can either stay as ‘the’ audience or transition to ‘your’ audience. Connecting is not just about you and what you do, it’s also about the ability to see people. Imagine this: you are an influencer and you take time out to ask a member of your audience how their graduation ceremony was. Now, you saw them post about it and you took time to ask this, it changes the whole order of things! Usually, they would try to reach you or get your attention but now, it’s the other way around. Little things like this help with relationship-building, it solidifies trust.

Integrate

A leading personal brand is very interested and invested in the lives of its community members.

They shouldn’t be the ones who make changes in their lives to incorporate your brand. You need to fit into their routine and help them by making the problems that they face daily easier to solve.

To simplify the idea of integrating, it is evaluating the phase in which most of your audience is in and creating solutions



Chapter 4: The Formula

The Mind Shift

Whenever I discuss results I have achieved over the years, I usually notice a kind of awe in the eyes of the people I speak to, almost as if they are ready to hear a secret that has never been shared before. Many of the struggles people face with positioning properly and scaling on social media are simply information problems. You cannot expect to win if you do not know and/or play by the rules that govern your game. Don't expect growth if you are not ready to put in the effort; in chapter one, we clarified that if you treat it like it doesn't matter, it won't matter.

The purpose of this chapter is to share with you the practices that will forever stand the test of time in any industry. There are two types of media that can be utilized to move your brand from obscurity to visibility - the first is the traditional media and the second is digital media. In this case, social media which is categorized under digital media will be our main focus. Let's go on a quick trip down memory lane to give you some perspective. This will change your perspective for good. The inception of the digital era was in the year 1970; many innovations made their debut entrance into the market. For example, the home computer was introduced, time-sharing computers, video game consoles, the first coin-op video games, and the golden age of arcade video games began with space invaders. As time went by, text messaging was also introduced in the early 1990s but was not widely used until the early 2000s when it became a cultural phenomenon. At this time, the digital revolution also became global and it spread to the masses in developing areas in the 2000s.

By 2000, most households in the US had at least one personal computer and access to the internet by the following year. In 2002, most survey respondents in the US reported having a mobile phone and by 2005, the World Wide Web.

The entire point of this is to say that the evolution of social media has been fueled by the human impulse to communicate and advance in digital technology, with an emphasis on the need for communication. So, the transition from traditional to digital media is like a bid for innovators and for humanity to draw closer to one another. When I discovered this, it dawned on me that anyone who is neither taking active steps to draw people closer to one another nor making efforts to simplify and amplify their core messages is most likely never going to grow. This is why I can boldly say that the formula for personal brand growth is to fulfil the purpose that social media exists for, to connect with people.

What Nobody Tells You About Growth

Over time, a prevalent belief system about growth in the media space has emerged, pushing people to spend significant amounts of money on training, seminars, and workshops. These initiatives often benefit the project or product manufacturers, leaving participants with the same principles and practices that have remained unchanged for years. Take it from a practicing brand manager with over five years of proven results: all specialists and media trainers do is teach “best practices” — and that’s if they are properly trained. Beyond that, there is no “hack” to media growth. I repeat: there are best practices, principles, and data-informed decisions, but there is no hack. If you’ve ever

given a so-called hack that doesn't align with best practices, principles, or data-informed strategies, know that it will only work temporarily. Over time, the "hack" that once improved your visibility will fail because the system will have changed, and you won't have been prepared for it.

What I'm sharing with you now will save you from unnecessary stress and distraction, helping you stay focused on what truly matters. I understand that the advertisement video looked amazing, and the story from the presenter — whether a man or a woman — sounded genuine and compelling. It was convincing. But guess what? That's the hallmark of a great advert: it's designed to grab your attention. Sometimes, depending on the personal brand behind it, it's even intended to manipulate you into action. So, just as there's no such thing as an overnight success, there's no such thing as an overnight hack.

In both media and life, there are waves and seasons. You might get lucky and find unexpected success on your first attempt, despite little preparation. For instance, think of a musician who goes viral with their first song — that's amazing, and those moments do happen. But how often do you hear such stories? How consistent are they? What's the likelihood that the individual can reproduce that success? When you consider these questions, the chances appear much slimmer. That's the reality in the media space. If your first attempt works, that's great, but the real question is: can it be reproduced? The answer is yes, but only if you're willing to move past the euphoria of initial success and start analyzing what you did. Reproducing success requires going back to the drawing board, revisiting principles, data-

informed decisions, and best practices.

Before diving deeper into The Formula, I want to take a moment to acknowledge you. The fact that you've made it this far shows you're serious about achieving your goals, and I genuinely believe you'll get what you're striving for.

Formula 1

The Principles

A principle is a fundamental truth or proposition that serves as the foundation for a system of belief, behaviour, or reasoning. Principles are designed to guide the disciplined toward accuracy and growth.

The principles I'm about to share with you form the heartbeat of personal branding. Master these, and you will experience significant growth and transformation in your journey.

1 Clarity

Clarity is essential. I emphasized this in Chapter 2, but it bears repeating: you need absolute clarity about what makes you unique, the value you bring to the table, and how to communicate that effectively.

As discussed earlier, people don't buy what you do; they buy why you do it. However, for them to buy, you must first know your "what" and communicate it clearly. Without

clarity, you may achieve recognition, but people won't understand how your work impacts their lives.

Many have built clever brands that lack clarity. Cleverness may sound impressive, but clarity ensures people know what you offer and how it benefits them. For instance, are you providing a service, selling a product, or creating entertainment? If your audience doesn't know, they won't take action.

If you're struggling to get inquiries or attention, evaluate your communication. Do your followers understand how you can help them? If their feedback is vague or unrelated to your core offerings, you likely need to refine your messaging.

Key Areas for Clarity:

Your Value – Identify your strengths, understand your audience's needs, and position yourself as the solution they require.

Your Messaging - Craft messages that connect to people's problems, desires, and aspirations. Use frameworks like the **AIDA model** (Attention, Interest, Desire, Action) to structure your communication for maximum impact.
Your Platform – Choose platforms that best showcase your strengths and reach your target audience. For example:

- Written content? Use Twitter and/or Threads.
- Short videos? Focus on Instagram and/or TikTok.

- Long videos? Use YouTube and/or Facebook.
- Audio? Podcasts are ideal.

While cross-posting and repurposing content are great strategies, focus on one primary platform that aligns with your strengths.

2 Consistency

Consistency means showing up with the same (or better) quality over time. It builds trust, credibility, and brand loyalty.

Your messaging, behaviour, and image should remain consistent to create a reliable connection with your audience. Consistency isn't about doing something once; it's about repeating it consistently to achieve lasting results.

3 Content

Content creation should be an integral part of your marketing strategy. Share knowledge, insights, and expertise that demonstrate your thought leadership. This positions you as an authority in your field.

Your content doesn't always need to tie directly to your product or service. Instead, focus on topics within your niche that resonate with your audience and make their lives better.

4 Confidence & Conviction

To succeed, you need to believe in your message and what you have to offer on a daily basis, even before you try to get anyone else to believe in them. And this level of confidence

can only come from being adequately prepared with the experience and knowledge to back it up. As you yield results, your confidence will inspire trust and credibility. Interestingly, people who appear confident—regardless

of their actual knowledge—are often more convincing than those who have the knowledge but are unable or not prepared enough to communicate their knowledge. This highlights the importance of presenting yourself with confidence and conviction to make a lasting impression.

Formula 2

Best Practices

A best practice is a standard or set of guidelines known to produce good outcomes if followed. Best practices are related to how to carry out a task or configure something. Unlike “hacks” that promise instant success, best practices focus on long-term impact. Now, these practices work but sometimes, they need to be carried out consistently over a period of time before they yield results for you. It is much more sustainable than following the trend of “hacks” that give a false perception of immediate results. In order to succeed at this, there must be a willingness to persevere even when things sometimes do not look like they’re working. Here are some best practices for your brand:

1 Attention

In today’s fast-paced world, capturing attention is critical. Your content should immediately engage your audience. Ask yourself:

- What will grab their attention?
- What will retain their attention?
- How can I present this creatively?

Simplicity can often be just as powerful as intricate designs or complex messages.

2 Inspiration

Inspire your audience by creating content that resonates with their emotions and values. Whether through humour, insights, or relatability, your goal is to connect with your tribe and foster meaningful conversations. In this sphere of influence, you lead by inspiration, not imposition of authority, and while we honestly cannot determine what people will immediately consider to be inspirational, we can at least recognize that we were created to form connections and go ahead to communicate ideas that keep people glued.

3 Action

Now you've caught their attention, you've inspired them. What's next?

We discussed this in the previous formula, but it wasn't the focal point—now it is. So, the question is: what action should they take, either voluntarily or with guidance, to achieve the desired outcome? If you've been following along since Chapter 2, you'll understand that we were not created for the platforms; the platforms were made for us. We are here because we have something to showcase. Everyone online has something to offer, but to thrive under my guidance, you must understand this: everything we do

must start with a clear WHY, rooted in purpose. Your brand should inspire action that moves your audience closer to discovering and benefiting from the value you provide.

Is your content prompting your audience to make decisions that improve their lives or communities? Are you inviting them to join a group, attend training, explore a service, or purchase a product? The sooner you internalize this concept, the better. Life is deeply connected to community. The most valuable things we have on Earth are people—not clothes, cars, destinations, jobs, or titles. Even the most seemingly insignificant person is more valuable than any inanimate object. When you see life this way, you'll realize it is we who give value to these objects. Without us, they are meaningless.

So, when you decide to build your personal brand—especially under my guidance—you must do so with the mandate to spread value across the world through your God-given talents and refined abilities.

The essence of these best practices is to repeat these three points consistently across various projects and ideas. These practices work, and if you apply them regularly, they will deliver the outcomes you desire.

Now you've caught their attention, you've inspired them. What's next?

We discussed this in the previous formula, but that was not the focal point, now it is, so the question is, what action

should they take voluntarily or with guidance to lead them to the desired outcome? If you've been following from Chapter 2, you will understand that we were not created for the platforms, the platform was made for us; it is because we have something to showcase that's why we are here. Everyone online has something to showcase, but if you're

going to blossom under my tutoring, you must understand that we do things firstly with a WHY in mind, with a purpose, so there should be an action tied to your brand that leads them closer to finding that value you so much have to offer. Is your content making them make a decision that will make them think and make life better for themselves and their society? Are you inviting them into a group, or is there training or a service? Is there a product they need? See, the faster you get this, the better for us; life is deeply rooted in community, the most expensive things we have on earth are humans, and no clothes, car, destination, job, or title is more important than even a crazy man on the road (I hope you value life as much) so when you begin to see life like this, you know that we are the ones that can inspire each other, we are the ones who give value to these inanimate things. If we take our hands off them, it becomes useless, so when you decide to build your "personal brand," and I repeat under or with guidance from me, you must understand that we are going with the mandate to spread value around the earth through our God-given sharpened abilities.

The idea of these best practices is to keep repeating these 3 points consistently for different projects and ideas. The practices work, and they will bring the desired outcome as you continue to apply.

Formula 3

Data-Informed Decisions

The truth is if you've come this far, data analysis must already be part of your skill set. By now, I should have lost you—or you've delegated this aspect of brand building to someone younger. Still, these are the prices we pay to scale. Here's one thing I can confidently tell you: Numbers can lie, but they also reveal truths.

Let me explain. In the media space, many people use numbers to validate whether you're "big" or not. While famous individuals may boast large numbers, some people manipulate those numbers for appearances. This formula, however, focuses on the valuable insights numbers can provide. Analytics offer a tremendous advantage: the ability to assess what works and what doesn't simply by reviewing the insights of your online content. This is one way to make informed decisions. Personally, I've made critical choices—what to continue, stop, or do more of—just by paying attention to the data.

For example, platforms like Instagram require you to have a business or creator account to access detailed analytics. Find out what's required to unlock these features, and make sure you set it up.

To maximize the benefits of this formula, here are some key points to consider:

1 Define the Metrics

Identify the key metrics to monitor so you know when to pivot and when to stay the course. Do you want to increase views? Shares? Saves? Comments?

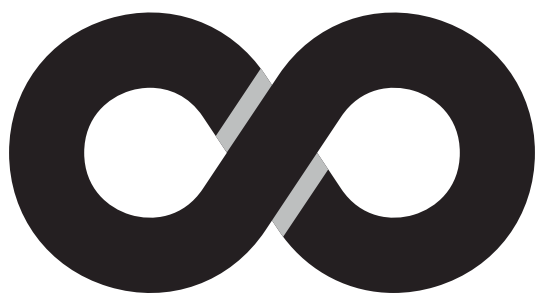
Once you define what success looks like, tailor your content to achieve those specific goals.

2 Experiment

Experiment with different types of content and explore diverse ways to engage your audience. Test which formats, tones, and ideas resonate best with your community.

3 Track Performance and Analyze Data

As emphasized earlier, track your performance. Regularly analyze what's connecting with your audience and what isn't. Use this insight to refine your approach and optimize your results.



Chapter 5:

The Future

You may be wondering why we're discussing the future when you're still navigating the process of letting go of the past or building the present. The truth is, regardless of where you are on your journey to establishing a solid personal brand, you must always keep the future in mind. We need to grow in capacity to accommodate what lies ahead.

This chapter focuses on fulfilling the demands of your current phase as a personal brand without compromising the needs of the future. Over time, I've observed individuals struggling to maintain the demands of their brands. Sometimes this is due to a lack of direction or a clear vision, and other times it stems from a lifestyle that conflicts with the brand's growth. To sustain long-term creativity and continue impacting lives, you must embrace sustainable strategies for growth, development, and evolution.

The Future of Content Creation

Mindset Shift

Take a moment to look around—you'll notice that everything is evolving. From self-driving cars to artificial intelligence supporting humans with tasks like automated writing, voiceovers, graphic design, and video editing, technological advancements are rapidly reshaping our world. In the coming years, more innovations will emerge—not only to assist humanity but also to take job opportunities from those unwilling to evolve.

Evolution is not something to resist but something to embrace. People will always seek progress, whether for self-centred purposes or societal development. As a leader, it's your responsibility to anticipate the needs of your team, your brand, and yourself to ensure you never lose relevance due to a lack of value.

To remain at the forefront of this evolution, here are two critical considerations:

1 Quality over quantity

While having a large volume of content may seem impressive, it only becomes meaningful if the quality of that content makes an impact. Your journey should demonstrate a clear evolution in three key areas:

- **Messaging:** Refine the clarity and depth of your message.
- **Production:** Improve the technical quality of your content.
- **Presentation:** Elevate the way your brand is visually and emotionally perceived.

You don't need to master all three at once, but you should intentionally focus on growing in these areas over time. Even if you started with limited resources, it's essential to invest in the development of your brand.

2 Innovation

Building a personal brand is a lifelong process. To stay relevant, you must cultivate an innovative mindset. This means finding new ways to deliver your message,

new methods to connect with your audience, and fresh approaches to problem-solving.

Innovation doesn't mean blindly following trends. It means creating something new and creative that aligns with your brand's core values. With each innovative idea you execute, your message becomes clearer, and your brand grows stronger.

To nurture innovation, regularly ask yourself questions like:

- Why should I be innovative?
- How can I communicate this message better?
- What new story can I tell, and how can I tell it differently?

These questions encourage creativity, helping you embrace new opportunities and move beyond past achievements. Many brands fail to grow because they remain stuck in their glory days. Don't let that be your story.

The Future of Your Personal Brand Growth

When I pitch solutions to clients, one of the phrases I often use is: "We take your brand from obscurity to visibility." This means growing your brand's reach, influence, and image. To secure the future of your personal brand's growth, consider the following:

:

1 Building YOU

I've emphasized this repeatedly in previous chapters—and for good reason. One of the most critical ways to grow your

brand is to develop yourself. Your personal growth directly impacts the growth of your personal brand.

Ask yourself reflective questions such as:

- Why am I doing this? Has my reason changed or deepened?
- What do I want, and how can I improve myself to achieve it?
- What skills or knowledge can I acquire to broaden my horizons?

The answers to these questions will guide your next steps. When you grow as a person, your personal brand naturally follows.

2 Networking

Networking is the process of building relationships and making connections. Your personal brand is a solution meant for the world, and by failing to connect with others, you risk leading your brand toward irrelevance.

Networking doesn't necessarily mean going out of your way to meet people; it means staying connected to your industry and community. Engage with others in your field, whether they're at your level, ahead of you, or just starting out. Having these conversations and staying informed can keep your brand up-to-date and relevant.

If you're naturally introverted, remember that there are others like you. When they reach out, connect with them—

you'll thank me later.

3 Collaboration

Collaboration involves working with others to produce results, things, or experiences. These partnerships are usually short-term and informal but can significantly expand your reach and impact.

When collaborating, look for personal brands that align with your values and goals. However, avoid rushing into partnerships that seem appealing on the surface. Always measure potential collaborations against your brand's core purpose and vision.

4 Partnership

Partnerships are formal, long-term relationships with other brands or organizations. These relationships are typically governed by written agreements and focus on mutual growth and achieving shared objectives.

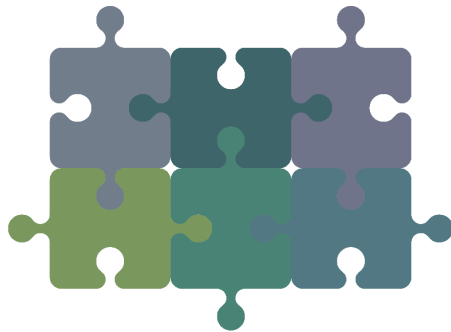
Partnerships can open doors to new audiences and help you diversify. Often, the brands you partner with may not do exactly what you do, but they share similar values. This allows both brands to explore new opportunities and grow together.

Final Thoughts

Look how far we've come! I trust this journey has challenged you to not only grow your brand but also to infuse purpose into everything you do. When you align your work with a deeper mission, clarity and impact naturally follow.

Remember, while this book is a tool to help you tighten and refine your brand, I'm here to support you along the way. Feel free to reach out—I'm just a mail away.

I pray that your journey to building your personal brand will be successful, and I hope that through your efforts, Christ will be glorified in all you do.



Chapter 6:

Brand

Development

Framework

Over the years, businesses, entrepreneurs, and personal brands have gone into the market with a quick business name, a logo and a website without a strategy, expecting to get the best results but they have rather gotten a huge shock. It is nice and motivational to go into the market with wishful thinking but people who want true impact think strategy, they plan.

For your personal brand to have a chance at this, there are foundational questions that need to be asked and answered to help you create a pathway that can always be followed to recreate success and not just success but the specific meaning of success as it suits your brand.

A brand strategy framework according to **Huddle Creative** is the foundation of any successful branding effort, defining your target audience, your competitive positioning and messaging, and a host of other elements designed to make your brand stand out from the competition.

1 WHY are you here?

2 HOW do you achieve your WHY?

3 WHAT do you do?

4 WHO are you here for?

5 WHERE are the people you are here for?

6 HOW are you different from everyone?

7 HOW Far do you want this to go?

Brand Strategy

The brand strategy is a framework that determines how businesses present themselves to customers and stand out among competitors.

1 Audience Persona (The Characteristics of your target audience)

2 Market Research (Types & Needs of consumers in your industry)

3 Differentiation & Positioning strategy (What is unique about your product/brand & What position do you want to hold in the mind's eye of your target audience?)

4 Brand Voice (What is the unique personality your brand presents to the world.)

5 Brand Story (This is a compelling emotional-centric story of the origin of your brand and how it connects to its target audience.)

6 Marketing Strategy (What is the approach or the way you want to promote your brand to your target audience)

Brand Strategy Deliverables

These are basically the elements that make up the visual part of the brand, notice that we wrote down everything from the development phase to the brand strategy phase, but this time what we are doing is using the information written down and your persona to draw up visual elements that will represent your personal brand in the market place.

- 1 Logo
- 2 Image Style
- 3 Digital Assets - Graphic Design
- 4 Illustrations
- 5 Website
- 6 Brochures/Product design
- 7 Digital Assets
- 8 Brand Story Video

These outlined deliverables are very important elements in giving your brand an identity, you may not need all but you definitely need most of them, remember people need to be able to experience you through whatever channel they come in contact with you online.

ABOUT THE AUTHOR

Gideon Vese, is a Nigerian Corporate Clarity Consultant/ Clarity Coach, Brand Manager, Social Media Expert, and Creative. He has almost a decade of hands-on experience in the media space exceptionally managing high-profile personal and corporate brands. Gideon is also a mentor, and above all, a servant leader driven by faith and purpose. His work speaks to those who are not content with surface-level answers and are willing to embark on a transformative journey. For organizations and individuals alike, Gideon is a resource for those ready to refine their unique brand, not by hiding weaknesses but by progressively developing into their best selves. His combination of brand expertise, strategic thinking, and spiritual grounding offers a compelling approach to both personal and professional growth.

For those seeking purpose, authenticity, and transformation, Gideon Vese is more than a brand expert—he's a guide toward a life of meaning and a mentor in the journey of becoming. His work, whether through the Purpose Room Ministry or his branding expertise, continues to inspire countless individuals, proving that purpose-driven living is not only achievable but powerful in its impact.

Beginners guide is a road map for anyone **seeking to build themselves or grow in purpose...**

Beginners guide is a road map for anyone seeking to build themselves or grow in purpose, the truth about life is everyone has a purpose and the ability for you to fulfill that purpose lies in finding yourself and then taking advantage of the tools made available in the modern day.

The book helps you figure out a marketable version and message of you and it teaches you principles , practices and data informed ways to grow in your early years of personal branding.



Gideon Vese, is a Nigerian Corporate Clarity Consultant/ Clarity Coach, Brand Manager, Social Media Expert, and Creative, with almost half a decade of hands-on experience in the media space. He has exceptionally managed high-profile personal and corporate brands (Kingsley Okonkwo, Mildred Kingsley-Okonkwo, Love, Dating & Marriage Ministry, and more) amassing over 7 million followers/subscribers and tens of millions in reach across major social media platforms; creating impactful campaigns, story telling and content across the globe.