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BECOMING YOUR BRAND

ANITA BOOTH



BUILDING A
PERSONAL
BRAND BEYOND
YOUR TITLE,
CAREER, OR
COMPANY

Letter from

Arita



*The strongest
personal brands
are not created.
They are
revealed.*

The Moment I Realized My Title Was Not My Identity

For years, I built a successful career in corporate leadership. From the outside, everything looked strong. Executive roles. Industry recognition. Leadership opportunities. A respected career in marketing and communications. And while I was proud of that journey, there came a point where I started asking myself deeper questions:

Who am I outside of the role? What do I want to be known for beyond the company I work for? What remains if the title changes tomorrow? That realization became the beginning of my personal brand journey. Over time, I discovered that the most powerful personal brands are not built on job titles. They are built on identity, values, voice, expertise, relationships, and lived experience.

Long before I moved into coaching and purpose-aligned work, I had already started building my brand in meaningful ways.

I spoke at events. I built communities. I created connections. I supported small businesses with growth and brand strategy. I co-created the JUMP Into It marketing book and podcast. I invested in additional certifications and coaching education. I explored new website messaging, visuals, positioning, and storytelling again and again. I evolved.

And perhaps most importantly, I stopped waiting for a company or title to define my value.

What I learned is this: A personal brand is not about self-promotion. It is about self-expression, clarity, alignment, and contribution.

This guide is for anyone standing at the edge of reinvention, growth, or rediscovery and wanting to build a brand that feels authentic, meaningful, and lasting.

Arita Liana Booth

LEADERSHIP & BRANDING COACH





Anita Liara

BOOTH

Photography by Caryn Silverstien



For years, I believed personal branding was about creating the right image. But this photo reminded me of something different. The strongest personal brands are often found in the moments where we stop performing and simply allow ourselves to be seen.

When I look at this image, I see:

- Joy
- Presence
- Alignment
- Authenticity

A version of myself that feels fully alive
Your brand should not feel like a mask.
It should feel like home.

*Perhaps the real
goal is not
becoming someone
new.*

*Perhaps it is
becoming more
fully yourself.*

*A title may open a door.
But your personal brand
is what people
remember.*

Why Your Personal Brand Matters

Your personal brand is the feeling, reputation, and experience people associate with you. It exists whether you intentionally build it or not.

Your brand is shaped through:

- How you communicate
- What you consistently share
- The way you make people feel
- Your values and leadership style
- Your expertise and perspective
- The communities you build
- Your presence online and in person

A title may open a door. But your personal brand is what people remember.

In today's world, building a personal brand is not about becoming an influencer. It is about becoming visible, intentional, and aligned.

What happens when the title no longer feels like the whole story? This is a reflection on reinvention, authenticity, and building a personal brand rooted in who you truly are.

Beyond *the* Role



A personal brand is not built through titles alone.

It is shaped through evolution, lived experience, and the courage to become more fully yourself.

Discovering Who You Are Beyond the Role

One of the biggest shifts in my own journey was realizing that I had spent years building a career while still discovering myself. Personal branding is not about becoming someone new. It is about uncovering who you already are beneath expectations and professional identity.

Questions to explore:

- What parts of me feel most alive?
- What strengths consistently show up in my work and relationships?
- What values matter most to me?
- What impact do I want to have?
- What do people naturally seek me out for?

Exercise:

Write down three words you want people to feel when they interact with your brand.

Examples:

- Warm
- Strategic
- Visionary
- Energetic
- Inspiring
- Authentic
- Elegant
- Grounded

BUILDING EXPERTISE

Anita Booth & Gabrielle Hailmann

Photography by Caryn Silverstien



Building Expertise Beyond Your Job Title

One of the most valuable things I did was continue expanding my identity and expertise outside of my corporate role.

I explored new creative paths. I invested in learning. I built side projects. I wrote. I created. I collaborated.

Over time, this included:

- Co-creating the JUMPin2it marketing book and podcast
- Supporting entrepreneurs and small businesses

- Expanding into coaching and leadership development
- Creating workshops and frameworks
- Speaking and community building
- Exploring purpose-aligned branding and storytelling
- Your personal brand grows through visible action.

Ways to Build Your Visibility

- Start a podcast
- Write articles or reflections
- Speak at events
- Build a LinkedIn presence
- Mentor others
- Create workshops or guides
- Volunteer in communities
- Share your perspective consistently

You do not need permission to begin.



Building expertise is not always a straight path. Sometimes it is shaped through reinvention, curiosity, and the willingness to keep evolving beyond the role you once thought defined you.

*You do not have to
become someone different
to build a powerful
personal brand.
Sometimes the most
meaningful
transformation comes
from finally allowing
yourself to be seen as
who you truly are.*

Finding Your Voice, Style, and Brand Personality

Finding your personal brand takes experimentation. I went through multiple versions of:

- Website messaging
- Photography styles
- Positioning
- Brand voice
- Offers and audiences
- Visual identity and imagery

And that is normal. Your personal brand evolves as you evolve. The goal is not perfection. The goal is alignment.



REFLECTION QUESTIONS

- What tone feels natural to me?
- What visuals feel authentic?
- What environments reflect my energy?
- What type of content feels exciting instead of draining?

BRAND PERSONALITY WORDS

Choose words that reflect the emotional feeling of your brand.

EXAMPLES

- Warm
- Visionary
- Grounded
- Intelligent
- Inspiring
- Strategic
- Elegant
- Creative
- Reflective
- Empowering

*People remember
how you made
them feel.*

Building Connection and Community

One of the most overlooked parts of personal branding is relationships. Some of the strongest opportunities in my journey came through:

- Community building
- Networking
- Genuine connection
- Industry involvement
- Speaking opportunities
- Collaboration, mentorship and support

As the leader of Marketing, Branding and Communications at the global association of Women in Payments, I witnessed firsthand the power of community and visibility in helping people grow their careers, confidence, and opportunities.

Your network becomes part of your brand.

Ways to Strengthen Your Visibility

- Attend events intentionally
- Introduce people to one another
- Share others' successes
- Speak on panels or podcasts
- Participate in industry conversations
- Build meaningful relationships over time
- Create content that reflects your thoughts, values and expertise
- People remember how you made them feel.



Your Visual Brand and Online Presence

Should reflect who you are becoming.

This includes:

- Website
- LinkedIn
- Photography
- Colours and design
- Messaging
- Content style

Brand Reminders

- Consistency matters
- Emotion matters
- Simplicity matters
- Alignment matters
- Authenticity matters

The best visuals are often the ones that feel real.

Not overly curated. Not overly corporate. Not disconnected from who you are.

The goal is not to look impressive. The goal is to feel recognizable and aligned.

Becoming Your Brand

THE POWER OF EVOLUTION





STEP INTO WHAT'S POSSIBLE

Your personal brand is allowed to evolve.

You are allowed to:

- Pivot
- Reinvent yourself
- Discover new passions
- Expand beyond your industry
- Integrate personal purpose into professional work
- Become more visible
- Share more of your story

FINAL REFLECTION

What version of yourself feels most aligned?

What are you ready to be known for?

What parts of yourself deserve more visibility?

What would it look like to build a brand that feels like home?

JOURNAL PROMPTS

- What strengths consistently show up in my life?
- What type of impact do I want to create?
- What kind of energy do I want people to feel around me?
- What parts of myself have I outgrown?
- What parts of myself am I finally ready to embrace?

The power of evolution lies in allowing yourself to grow beyond the version of you the world once expected.

*Perhaps the real goal is not
building a personal brand
at all.
Perhaps it is becoming fully
yourself.*

*With gratitude
Anita Liana Booth*



*Ready to evolve your
personal brand with
greater clarity, confidence,
and authenticity?*

*Visit anitabooth.org to
connect and learn more.*