



**Learn With
Us Now**

PERSONAL BRANDING

Guidebook

A Comprehensive Guide to
Crafting Your Personal Brand

**By Polish
& Hungarian
team**



INTRODUCTION



In the internet age, each of us has a personal brand—whether we're aware of it or not. It's how others perceive us based on what we post and how we communicate online. A personal brand isn't just for celebrities and influencers—it's a tool available to every young person who wants to consciously build their image, pursue their passions, prepare for work, or engage in their local community.

As part of our international collaboration, we, young people from Poland and Hungary, have prepared a comprehensive guide to help our peers begin building their personal brands step by step, in an authentic and thoughtful way.



Defining PERSONAL BRANDING



A personal brand is a consciously created image of ourselves that we want to present to others—online and offline. It's the sum of our actions, values, messages, and the impressions we evoke.

The Elements



building a Strong Personal Brand

Delivering value

Think about it: what can you give to others? Is it knowledge, inspiration, help, creativity, or good content? Your brand should contribute something positive to the lives of others.

What you can provide:

- knowledge (e.g., advice, interesting facts about your field),
- inspiration (e.g., stories of development, achievements, overcoming difficulties),
- emotions (e.g., humor, emotion, motivation),

 Rule: Ask not "what can I gain?" but "what can I give?"

Cohesion

Your personal brand should be clear and predictable – not in a boring way, but in a way that allows the recipient to understand who you are, what you represent, and what they can expect from you.

What does consistency mean:

- a similar communication style across all channels (e.g., IG, TikTok, YouTube),
- aesthetic visual identity (e.g., colors, fonts, logo),
- content aligned with your values and goals,
- repeated themes (e.g., the "My Path to My Goal" series of posts).

⚠️ Note: The opposite of consistency is contradictory messages, topical chaos, and posts that damage your image.

Credibility

This is one of the most important pillars. You can be interesting, but without trust, there is no community. Your audience must feel that you are authentic, honest, and consistent.

How to build credibility:

- Speak honestly about your successes and failures,
- Show the process, not just the end result,
- Don't embellish – talk about what you're learning and what's still ahead of you,
- Participate in real activities – local, community, project-based.

🎯 Remember: Credibility isn't about being perfect – it's about being yourself.

Resilience to crises and burnout

Every creator and active online person will sooner or later encounter hate, lack of motivation, and fatigue. A strong brand is one that can respond to challenges with class and calm.

How to counteract burnout:

- Plan your offline time – maintain good digital hygiene,
- Work as a team – you don't have to do everything alone,
- Be flexible – you don't have to stick to one style forever,
- Don't be afraid to admit you don't know something – you're learning.

Authenticity

Authenticity is a match between who you really are and how you present yourself online. Young people often feel pressured to create a "better version of themselves"—but this can only work in the short term.

Authenticity means:

- speaking in your own voice without pretending to be someone else,
- sharing your own thoughts, even if they are unpopular,
- showing emotions, struggles, and honesty in your actions,
- respecting yourself and others – including in your comments and reactions.



A personal brand isn't a mask. It's a mirror that reflects your values, actions, and personality—consciously, professionally, and with commitment. You don't have to be perfect—just be yourself and have something valuable to share.



Steps to * DEVELOP YOUR PERSONAL BRAND *

1. Define who you are and how you want to be perceived



Ask yourself:

- Who am I? What makes me stand out?
- What are my passions, interests, and goals?
- How would I like people to see me?
- What qualities should be visible in my image (e.g., creativity, professionalism, commitment)?

The goal of this step: to establish your online identity and the direction in which you want to develop.

2. Define the value you bring



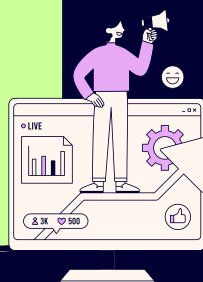
Consider:

- What skills can I use for others (e.g., photography, writing, event organizing)?
- What can I show from my activities – at school, volunteering, - projects?
- What successes are worth highlighting?

 Actions:

Creating content that showcases your work and dedication.

Sharing the story: "why I do this," "what I learned."



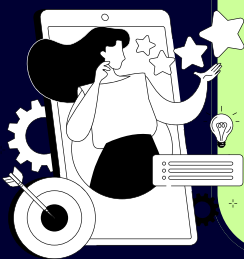
3. Ensure consistency of message

Ask yourself:

- Do my social media profiles portray me the way I want to be perceived?
- Is there any contradictory or embarrassing content?
- Do I present myself as a responsible and engaged person?

 What to do:

- Review your old posts – delete or hide those that don't fit your new image.
- Create a consistent style – colors, photos, and style of expression.
- Separate your personal and professional accounts if necessary.



4. Schedule posts that show your growth

Your personal brand should demonstrate that:

You are learning and developing (formal and non-formal education).

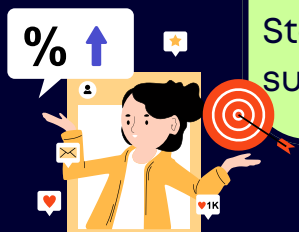
You are active (e.g., volunteering, school projects, hobbies).

You have a goal and consistently pursue it.

 17 Example posts:

Photo from the event + reflection: "Today I co-organized a soft skills workshop for young people – I'm glad I could inspire others to develop!"

Stories: screenshot from the course certificate + a short summary of what you learned



5. Combat brand burnout and monotony



Even the best-built brand can lose its freshness if it becomes predictable or... tiresome. That's why it's so important to:

- Don't overload yourself – allow yourself a break from social media.
- Vary content formats – use videos, photos, podcasts, carousels, infographics.
- Observe trends – respond to new topics that align with your values.
- Introduce new thematic series – e.g., "My Week with a Book," "Behind the Scenes of Volunteering," "My 3 Takeaways from a Conference."



📈 Example: Once a month, publish a post titled "What's New with Me?" – summarizing your activities, successes, and reflections.

Build a brand that truly represents you!

Building a personal brand isn't a one-night stand – it's a process. But every step you take today will bring you closer to your goal: being recognizable, credible, respected, and inspiring.



1. A personal brand isn't a mask, but the essence of you.
2. You don't have to be perfect – just be authentic and engaged.
3. Your story can inspire others – don't be afraid to tell it.



ONLINE PRESENCE AND NETWORKING

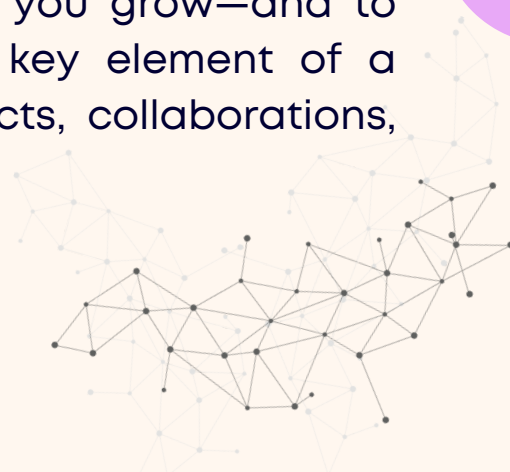
Online presence – your business card on the internet

Your social media profiles, what you post, comment on, and share—all of this creates your digital image. Being present online isn't just about having an account, but also about consciously using digital tools to demonstrate your value, passion, and commitment.



Networking – building relationships that pay off

Networking is nothing more than building and maintaining relationships with people who can help you grow—and to whom you can offer something. It's a key element of a personal brand, opening doors to projects, collaborations, work, and inspiring connections.



Why is networking worth it?

🌐 Through networking:

You learn about interesting events, courses, and initiatives.

You can find internships, jobs, or mentors more quickly.

You build your position as an active and engaged person.

How to build a network?

👉 Start with your local community:

Volunteering, schools, youth organizations, and local initiatives are great places to build relationships.

✉️ Don't be afraid to reach out first:

If someone inspires you, write them a message. Ask if you can ask a question or learn more about their work.

🎤 Attend events and conferences:

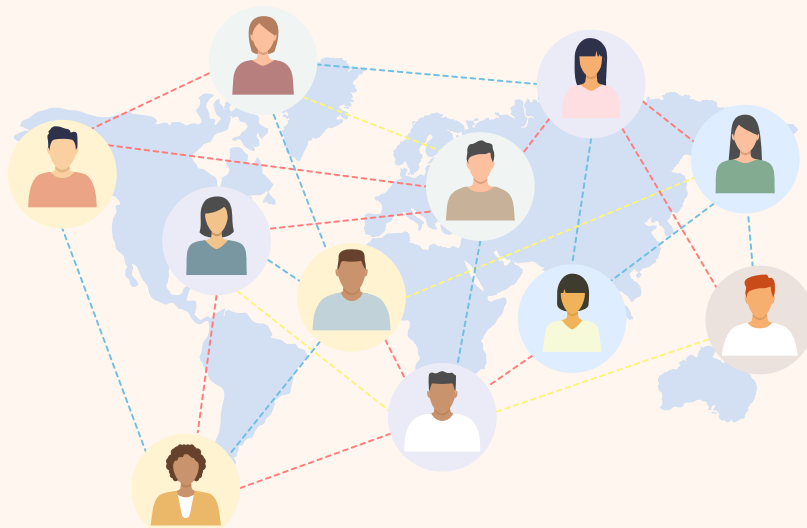
Even as an attendee, you're remembered by the people you talk to or exchange contacts with.

🔗 Build relationships online, too:

Friend people with similar interests.

Thank them for sharing materials and share your thoughts.

Tag people/organizations you work with – this is also networking.



Your brand is the people you know and what you post!

OUR PERSONAL BRANDING EXAMPLES

Name: Aleksander, 19 years old
Team: Poland

 Goal: To build a recognizable personal brand as a photographer specializing in portraits and street photography, to gain commissions, and to build a community around my passion.

1.

Defining who I am and how I want to be perceived

Who I am:

I am a young, aspiring photographer who passionately documents everyday life, people's emotions, and unique moments. I learn from my mistakes, develop through practice, and want to show that it's worth starting even with small resources.

2.

2. What value do I bring?

I present photography as a form of self-expression accessible to everyone.

I provide technical guidance and share behind-the-scenes photos.

I create authentic, candid photos that capture everyday life and emotions.

I want to encourage my peers to create and act, even without expensive equipment.

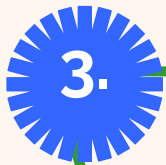
What I can show?:

Before and after photo comparisons

True stories behind the photos

Making-of photoshoots

"Beginner Tips" – short tutorials or educational posts



Consistency of message on social media

Platforms:

📷 Instagram – as the main photo gallery and portfolio showcase

🎥 TikTok – behind-the-scenes, creative approach, making-of

👤 LinkedIn – for building a professional image, publishing achievements, and connecting with clients

🌐 Website (in the future) – professional portfolio and contact information

Consistency means:

I only post photos that align with my style and level.

Each caption under a photo conveys emotion or a story.

I avoid posting unprofessional content (e.g., overly personal posts, hate speech, or thoughtless comments).

I maintain a clean profile – consistent colors, layout, and regularity.

🧹 Cleaning Actions:

Reviewing previous posts – deleting or archiving those that don't fit my current image.

Updating my bio and profile photo to clearly communicate who I am

4.

Showing growth and commitment

🎓 Education:

Online photo editing courses (e.g., Lightroom, Photoshop) that I can document

Webinars, photography workshops – reports, notes, certificates

📷 Practice:

Participating in local events as a photographer (e.g., school events, concerts, social campaigns)

Volunteering as a photographer – photos for local organizations

🌟 Posts I plan to create:

"My Photo of the Month" – and the story behind it

Series: "What did I learn this week as a photographer?"

"See how I did it" – short videos of the photo creation process

Feedback from people who were photographed – quotes, comments, tags

5.

How to prevent burnout and monotony?

🧠 Maintaining Balance:

I plan my posts in advance (e.g., 2-3 weeks in advance)

I take breaks – I don't have to post every day; quality is key

🎨 Content Diversity:

I combine photos with stories and education

I use various formats: carousels, reels, stories, reels

I sometimes post inspiration: quotes, film stills, books

Adapting to Trends:

I follow photo trends and formats on social media (e.g., POV, film look, vlogs)

I participate in photography challenges (e.g., #30daysphotochallenge)

I update my style every few months – I'm looking for new ideas and techniques

Long-term plan:

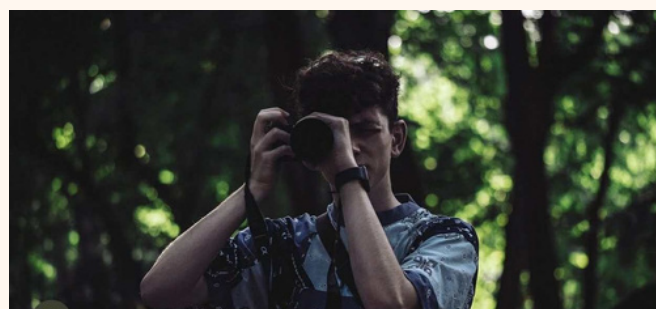
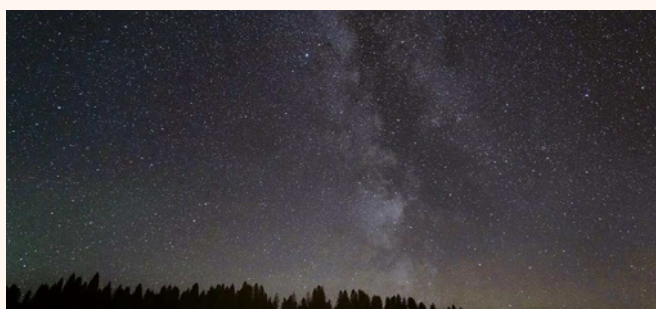
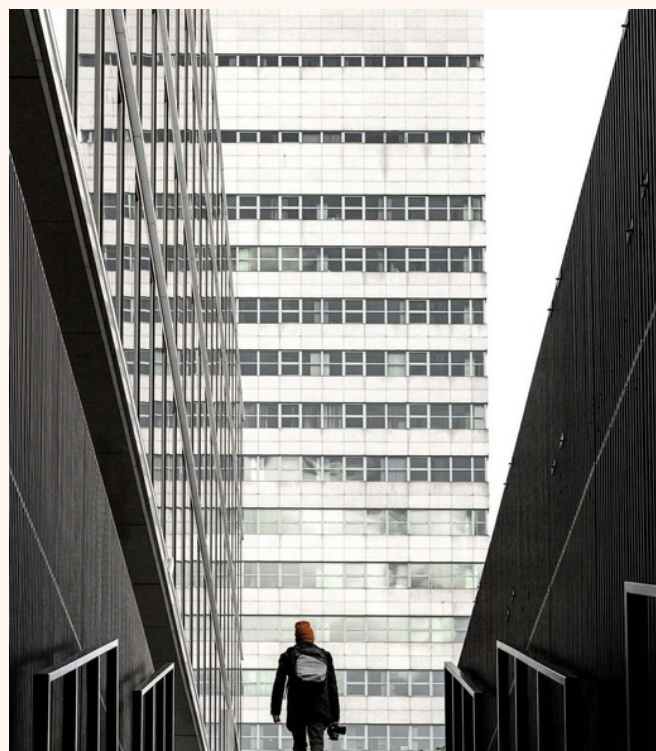
✓ Build a recognizable photographer profile on Instagram (1,000+ engaged followers)

✓ Get your first paid assignments (portrait sessions, event coverage)

✓ Develop your portfolio on your website

✓ Be invited to collaborate on youth and social projects

✓ Mentor other aspiring photographers



Name: Sara, 16 years old

Team: Hungary

Goal: To build a personal brand as a young, ambitious landscape designer who combines horticultural knowledge, professional practice, and modern design tools. She wants to inspire others to create beautiful, functional spaces and prepare for a career in landscape architecture.

1.

Defining who I am and how I want to be perceived

Who I am:

I'm a horticultural technical school student who fell in love with designing green spaces. I combine practical knowledge with creativity and am learning to use design software (e.g., AutoCAD) to bring my own ideas to life.

How I want to be perceived:

As a young professional in the field of greenery and design,

As an ambitious, creative, and focused person,

As someone who isn't afraid to get her hands dirty but thinks like an architect.

👉 Motto: "I design with nature. I create spaces for living."

2.

What value do I bring?

I demonstrate that green spaces have significance – aesthetically, health-wise, and socially.

I inspire my peers to learn about plants, care for their surroundings, and develop a passion for gardening.

I share my knowledge and experience from my practice – garden design, plant selection, and client work.
I combine traditional gardening with a modern approach – I use AutoCAD and create visualizations.

 What can I post:

Photos and descriptions of gardens I've worked on

Tips on plant care and selecting species for a given space

Sample garden designs or sketches (fragments of AutoCAD drawings)

Inspiration from trips, parks, and gardening exhibitions



Consistency of message on social media

Platforms:

 Instagram – the main platform for showcasing photos, projects, and quick tips

 TikTok – short videos: "before and after," "project of the week," "my tools"

 LinkedIn – for building a professional image and connecting with the industry

 Pinterest – a place to create gardening inspiration boards

Consistency means:

Professional, yet warm and natural content

Photographs of gardens, plants, sketches, and projects – in an aesthetically pleasing, subdued style

Clear and consistent communication – e.g., educational posts interspersed with projects

 Cleaning activities:

Tidying up old content – removing random photos that don't fit the course

Updating your bio – e.g., "Gardening technician 🌸 | Future landscape architect | I design with nature"

Creating featured stories: "My projects," "AutoCAD," "Tips," "From practice"

4.

Showing growth and commitment

📖 Education:

Completed AutoCAD course – certificate, project screenshots, before-and-after comparisons

Showing the tools I'm learning (e.g., SketchUp, Canva, garden planners)

🔧 Experience:

Photos from my hotel internship – "what I did, what I learned"

Space arrangement process – e.g., planting, flower bed planning, plant selection

Stories about team collaboration, customer service, and difficult design decisions

🎨 Creativity:

Own garden sketches, space visions

Design experiments (e.g., a modern mini-garden in a box, a balcony flower bed design)

Series: "How My Design Style Is Changing"

5.

How to prevent burnout and monotony?

🌿 Work-Passion Balance:

I don't post every day – quality > quantity

I combine projects with reflection – sometimes instead of a photo, I share a quote, inspiration, or mood board

I give myself permission to take breaks – the garden needs time to grow too 🌿

🎨 Content Diversity:

Carousels: "3 Plants for a Shade Garden," "My 5 Most Common Design Mistakes"

Videos: "A Day in the Life of an Internship," "My First AutoCAD Project"

Posts with questions for followers: "Which garden style do you like best – modern, natural, or rustic?"

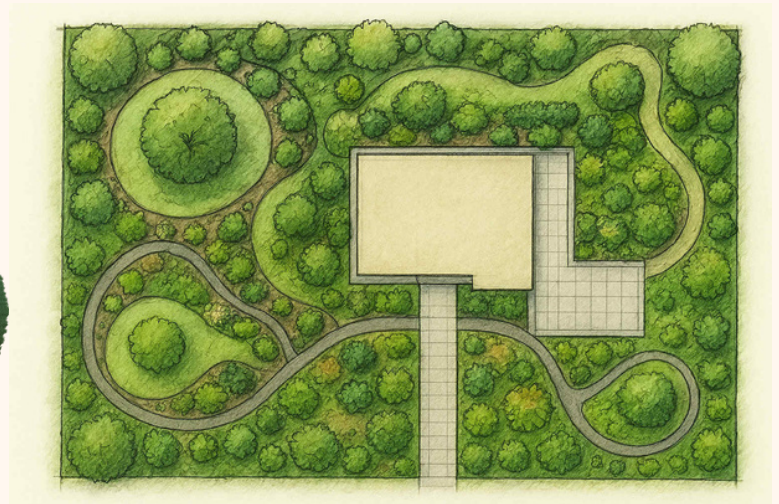
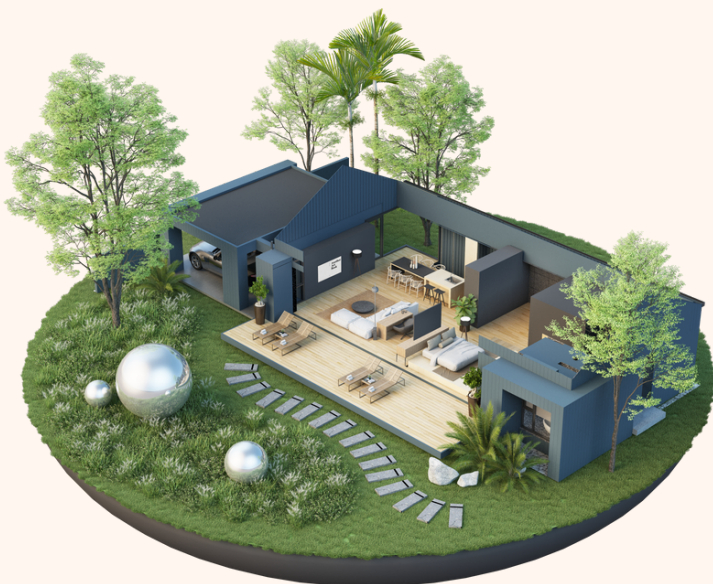
🌍 Following Trends:

Showing modern solutions (e.g., rain gardens, pocket gardens)

Combining design with ecology – e.g., "An Insect-Friendly Garden," "How to Plant Honey Plants?"

Long-Term Plan

- ✅ Build a recognizable social media profile as a future landscape architect
- ✅ Create a mini-portfolio with garden designs and sketches
- ✅ Start working with local landscaping companies as a freelancer
- ✅ Get accepted to a landscape architecture program
- ✅ Run a blog or profile with gardening and design tips





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