



Building Your Personal Brand Without Being “Salesy”

1. Define Your Core Message

- What do you want to be known for?
- Can you say it in one clear sentence?

2. Choose Your Platform(s)

- Focus on 1–2 where your audience actually spends time.
- Don't try to be everywhere at once.

3. Share Your Story

- Show your journey, challenges, and lessons learned.
- People connect with *real*, not perfect.

4. Create Simple, Valuable Content

- Share quick tips, tools, or insights that help others.
- Use short videos (15–90 sec) — easy to make and powerful for reach.

5. Be Consistent

- Post regularly - how often depends on the platform:
 - TikTok ⇒ 2-3x a day
 - Youtube Shorts ⇒ 1x a day
 - Facebook or Instagram ⇒ at least 1x a day
 - Threads ⇒ 2-3x a day
- Quality over quantity.

6. Engage Like a Human

- Reply to comments.
- Thank people for following.
- Treat online conversations like real ones.

7. Call to Action Without Pressure 🙌

- Use friendly invitations instead of pushy sales lines.
- Example: “Want to see how I do it? Comment YES.”
- Can also send to your website link in your bio/profile.

8. Keep Learning & Adjusting 🔄

- Watch what works and do more of it.
 - Use tools (like AI) to save time and stay creative.
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