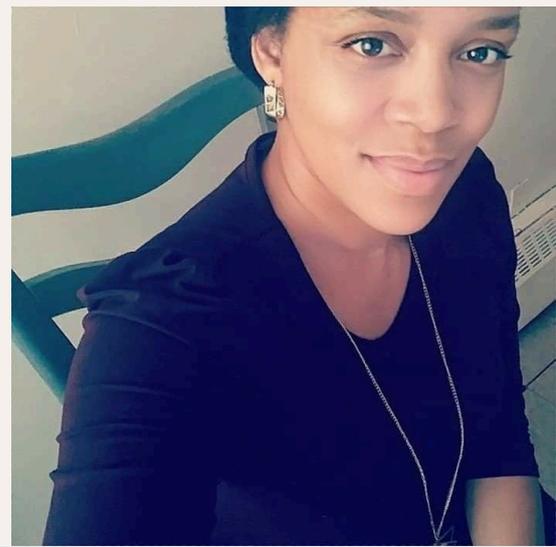




*Let's Get Started*

# BUILDING YOUR PERSONAL BRAND

IN THIS WORKBOOK, WE'LL GO OVER THE BASICS  
OF BUILDING A BRAND, AND THEN DIVE INTO  
SPECIFICS FOR CREATING YOUR OWN.



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# PEACE, I'M NIYA

We've talked before about how to build a brand, and of course, there are many ways to do so.

But this workbook is going to focus on the online aspect of building a brand. We'll talk about how you can start building your online presence by creating an account on social media platforms.

*Niya* ♥

LET'S DO IT!



“I had to make my own living and my own opportunity. But I made it! Don’t sit down and wait for the opportunities to come. Get up and make them.”

- Madam C.J. Walker

# DEFINE YOUR PERSONALITY AND PURPOSE

Brand personality is often expressed through various elements, including the brand's tone of voice, visual identity, messaging, and overall brand experience.

It is the embodiment of the brand's values, culture, and aspirations. A brand's personality can be described using attributes such as innovative, reliable, playful, sophisticated, caring, adventurous, or trustworthy.

LET'S DO IT!



# YOUR NOTES:

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## FIRST IMPRESSION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

*enjoy the process*



# DEVELOP A STRATEGY

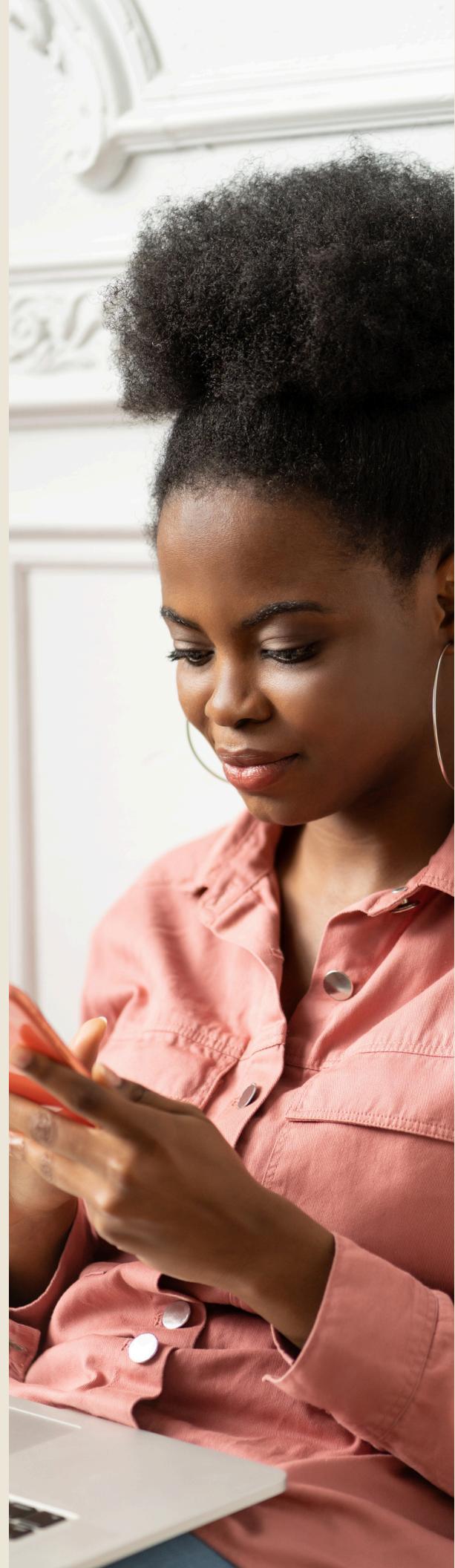
With your brand identity and voice in place, you can start building your strategy. The first step is defining whom you want to reach and how you'll do it.

This might sound like something that happens at the end of a strategic planning process, but the reality is that developing an audience persona (or personas) will help inform every step of the marketing process moving forward.

Setting goals for your online brand is essential: these goals will inform everything from deciding on content types and frequency schedules to budgeting for paid traffic and email campaigns.

Your business may have one overarching goal or many specific ones—for example, if you're looking to grow sales through advertising, setting up those ads in advance will save time by streamlining the process later.

Let's take this example further into account with practical steps like creating optimized landing pages or optimizing ads based on A/B testing results after they go live. We can better measure their effectiveness towards achieving those goals over time too!



# COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with your brand to feel. Do they want to feel excited? Inspired? Happy?

Answering this question will help you determine what kind of voice or tone you want to present through all aspects of the brand—from email copy to social media posts, from blog content to product descriptions.



# THINK ABOUT YOUR NAME

If you want to build an online brand, one of the first things you'll need to do is come up with a name.

A good name can help people remember who you are and what your brand stands for. It's also important that your name isn't too long or hard to pronounce and spell, but at the same time, it should be creative enough that it stands out from the crowd.



# IDEA BANK

Refer to this non-exhaustive list later to pull ideas from for how to describe your ideal client and build a client brief for your portfolio project.

## BRAND PERSONALITY / STYLE ADJECTIVES

Ambitious	Generous	Magical	Seductive
Approachable	Gentle	Mature	Simple
Bold	Heartfelt	Nostalgic	Timeless
Bubbly	Honest	Nurturing	Trustworthy
Courageous	Imaginative	Opulent	Unapologetic
Creative	Intense	Organic	Understated
Dependable	Intuitive	Perfectionist	Vibrant
Disruptive	Joyful	Positive	Visionary
Empathetic	Kind	Practical	Welcoming
Energetic	Lively	Quality	Wise
Focused	Logical	Rebellious	Whimsical
Friendly	Luxurious	Romantic	Youthful

## CLIENT INDUSTRIES / BUSINESS CATEGORIES

### Beauty

Shower/Body Care

Makeup/Skincare

Subscription Box

Perfume

Hair Care

### Lifestyle

Sport/Outdoor Gear

Vegan Products

Book Shop

Car Brand

Pet Care Products

### Fashion

Children's Clothing

Leather Accessories

Eco-Friendly Swim

Loungewear/Lingerie

Fine Jewelry

### Services

Interior Designer

Photographer

Marketing Agency

Wedding Planner

Personal Trainer

### Food & DrinkHome

Fine BrandHome Decor

Sweet BreweryCandles/Oils/Incense

Restaurant/Food TruckPlant Shop

Snack Product Furniture

Coffee ShopCookware

### Travel & HospitalityWellness

Travel PlannerPeriod Care

Boutique HotelVitamins/Supplements Theme

Park Wellness Airline Fitness App

SpaGym/Yoga Studio

# THE RIGHT NAME



## FIRST IMPRESSION

Branding experts take the opposite stance and say the best kind of name is a descriptive one that states what your company does. They claim that this saves you money on marketing, because you don't have to waste time explaining what your company does.



## THE RIGHT NAME FOR YOUR BRAND

Coming up with the right name for your brand is not about fitting a singular, universal standard. That would be like holding sprinters & marathoners to the same standard of success when both athletes train for completely different races.



## STORYTELLING

When you're naming a company, you want to inspire people. You want them to know what you stand for and what you do. You need a name that can give a quick snapshot of who you are, but also tell a story about your company's origin, mission, or values.



## BRAND PERCEPTION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

# DETERMINE YOUR IDEAL CLIENT

Providing a great Brand Design service requires deeply knowing your ideal client so that you can make educated design decisions that are effective and profitable for their business, vs. designing something that is only aesthetically pleasing.

## MY IDEAL CLIENT IS

In the  industry/industries

Their age (5-10 year range) is

Their gender/identity (typically) is

Their lifestyle (ex: pet owners, parents, single, professionals, home owners vs apartments, etc.) is

They tend to shop at brands like

They (typically) live in this country/state/type of city

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## MY BUSINESS IS UNIQUELY FIT TO HELP THEM BECAUSE

is a

(your business name)

is a

(type of business)

that helps

(client type/description)

(see this success/solve this problem/achieve this thing)

with

(what you do/your service/your unique approach)





# CHOOSE A PLATFORM

You can choose a platform that's right for you. There are several to choose from, but some will be more appropriate than others depending on your audience and what they're using, how much time and money you have available, and your skills and interests.

Consider what type of interaction is appropriate between readers and authors; if someone writes something controversial enough that gets attention from mainstream news outlets then those outlets likely won't hesitate to contact whoever wrote it first before reporting anything else related so make sure if using one platform over another makes sense given how much time each takes per day so far ahead into future while still maintaining balance between work projects too (which should never happen even though sometimes does).

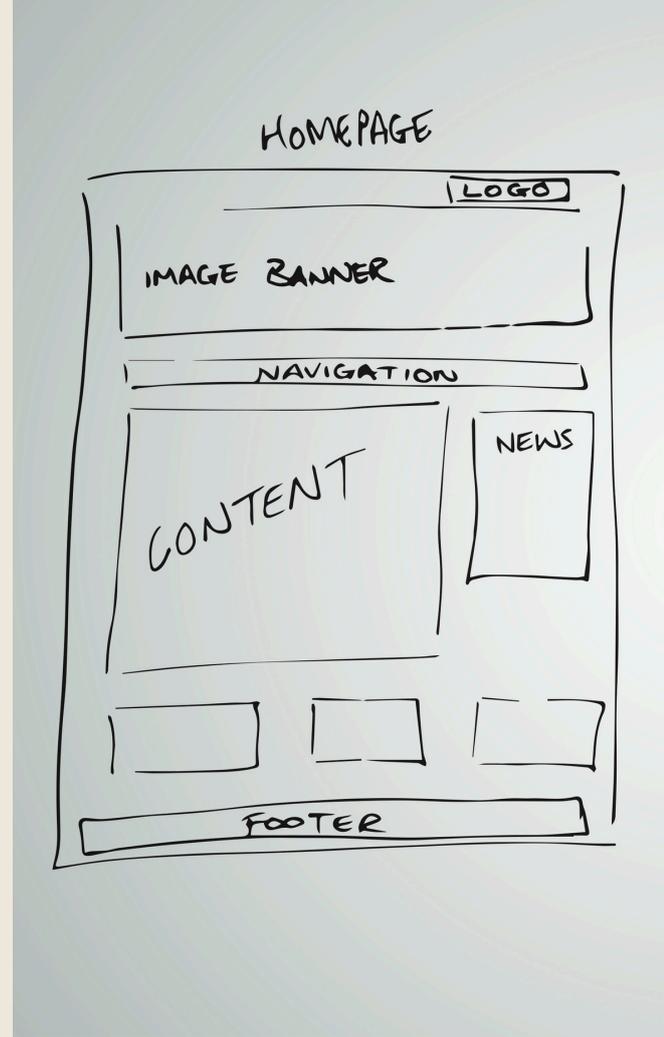
Think about how often you want to post content. If you're interested in blogging daily or weekly, then blogging platforms may be best because they offer free hosting with easy-to-use tools.

If it's more important for your business goals for readership numbers than writing quality (for example), then social media might be better because it has over 1 billion users who will see any posts as long as they've been tagged correctly by another user or by an algorithm scan based on hashtags used within photos or videos shared by other users sharing similar images/videos at the same time frame during which yours was posted.)

# CREATING A WEBSITE

A well-designed website can have a significant impact on boosting sales and conversions for a business. In today's digital age, a company's website often serves as the first point of contact for potential customers.

Your website needs to have an ultimate purpose; a clear reason why it exists. It's time to ask yourself, what specific goal(s) are you trying to accomplish through your website?



## EXAMPLES OF THE PURPOSE FOR YOUR WEBSITE

- Grow your email list
- Sell a product or service
- Increase podcast or Youtube subscribers
- Build a community or following
- Enroll new girls in your membership club, program, or library
- Demonstrate your authority on a certain topic

# THANK YOU FOR READING!



NIYA MUHAMMAD  
*WEB DESIGN & BRANDING*

[WWW.COMPUTERGURL.COM](http://WWW.COMPUTERGURL.COM)  
[NIYA@COMPUTERGURL.COM](mailto:NIYA@COMPUTERGURL.COM)

