

7 REASONS YOU NEED A PERSONAL BRAND

To increase your visibility

If your audience doesn't see you regularly, they forget you. People need solutions to their problems, and you provide the solutions. But your audience doesn't think of you if you aren't visible.

To stay top of mind

This goes hand in hand with your visibility. This is why big corporations spend billions of dollars on advertising to stay top of mind. But you don't have to spend tons of money on advertising. A strong and intentional brand will get you there.

To increase your authority

Authority is the reason why people choose you instead of another person that offers the same services. A personal brand defines your authority in your niche, and authority differentiates you from the rest.

To grow your audience

Whether you have a small or big audience, you need some kind of audience. If you build your personal brand, you position yourself as the solution to their problems. Everywhere you show up (offline or online) is an opportunity to grow your audience and build a thriving community of raving fans.

To increase your relevance

A strong personal brand can help you be relevant and relatable. These are important factors in developing that "know, like and trust" factor. People do business with people. Being relevant means that people see how you could fit into their life and business to achieve their goals.

To build relationships and attract opportunities

If you have a good and reputable brand, you will attract like minds. This is good for business because you'll see referrals and recommendations come your way. And the good thing is, you can also recommend other businesses that you trust. It won't only be you receiving opportunities; you can also become a channel of opportunities for others.

To build your influence and shape the buying decisions of people

A strong personal brand establishes trust which is the number one factor in sales. All the eyeballs in the world mean nothing if they're not converted to revenue.