

PERSONAL BRANDING CHEAT SHEET

Embodying the Brand

Align Yourself with Your Ideal Self

- Identify your ideal self and become it
- Invest in good shoes (they will take you to good places)
- Establish a fool-proof uniform
- Choose your weapon (an instant pick-me-up)

Brand Identity

Brand Value

Determining brand values is the easiest way to convey your brand's key message

- Short and memorable
- Easy to explain
- Consistent with the brand image

Brand Visual Guidelines

Logo

Creatively plan a logo that represents you well and also carrying design elements that sums up your brand identity

- Simple
- Scalable
- Recognizable
- Timeless
- Works in greyscale

Colors

Wisely pick the colours that match your personality and the values of the brand. Use them consistently.

- Choose the Primary Colours
- Choose the Secondary Colours

Typography

The font faces you will be using will be tied to the overall look of your brand

- Choose a primary font face
- Choose a complementary font face
- Use consistent font weights

Marketing

Dealing with Prospect Clients and Expanding Your Network

Opportunities can arise anytime, anywhere—make sure you are prepared for it

- Always have an offline portfolio in your device
- Present yourself with confidence
- Know your worth, never lowball yourself
- Utilize your brand identity across all online and offline platforms
- Always have a business card ready

30-Second Elevator Pitch

How to market yourself in a brief and concise statement

- Who are you?
- What is your work?
- What problems do you solve?
- What is your Unique Selling Point (USP)?
- What's long-term goal?

