

# 3 TIPS FOR BUILDING A PERSONAL BRAND ROOTED IN YOUR INDIVIDUAL STRENGTHS

Credit for concepts to Christine Tieri, Gallup Certified Strengths Coach at Chris Tieri Corporation

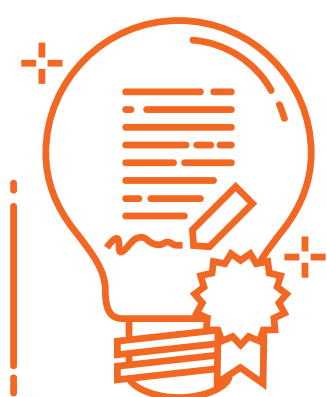


## FIGURE OUT WHAT DRIVES YOUR AUDIENCE

While Christine is a pro at getting to the heart of the things that drive her coaching clients, she also knows that helping them build their brand has a lot more to do with what drives their audiences. A personal brand should first be built around what makes someone different or unique, but it really comes to life when resonates with the audience and creates a meaningful and memorable experience.

## DESIGN YOUR BRAND AROUND WHAT EXCITES YOU

Your brand will be most successful if it's designed around your personal passions. How do you see your purpose in the world? What drives you to get up in the morning? Your answer to that question should inform your brand.



## SHOW PROOF OF CONCEPT

Successful branding needs to go beyond what drives you and your intended consumer base. It also must demonstrate to your audience that what you're doing actually works.

**"What's your promise to your audience?"** Christine asks. **"How are they experiencing you? Are you delivering that day in and day out? Are you delivering on your brand promise?"**

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