

FINDING YOUR SUPERPOWER AND OTHER MUST-DO STEPS FOR BUILDING A PERSONAL BRAND FROM THE PR MAVEN®



LEVERAGE YOUR UNIQUENESS TO STAY MEMORABLE

The reason that developing a personal brand is important in the first place is because you want to be memorable. **You want to have a unique story associated with the work you do so that it's easy for potential clients to find you, especially online.**

BUILD CORNERSTONE CONTENT

I am a big believer in cornerstone content. These are big pieces of content you can use to explain your unique point of view and to develop a platform, which will also help you develop an audience of people who enjoy consuming your content because they're interested in your unique point of view.



Online



In-Person

MAKE YOUR ONLINE IDENTITY REFLECT YOUR IN-PERSON IDENTITY

I've built many of my own connections — both personally and professionally — by extending my online relationships into the in-person realm and by deepening face-to-face connections with social media.

As a result, I have found that **personal branding truly happens in the interplay between what happens online and what happens in person.**

INTROVERTS, DON'T PANIC!

It won't take you long to figure out that I'm an extrovert — and it's all too easy to assume that extroverts are better suited for the tasks associated with crafting a personal brand.

It's actually not! **This may come as a surprise, but I believe that introverts are often better at building brands than extroverts because they tend to be better listeners.**



WANT TO LEARN MORE?
LISTEN TO NANCY'S INTERVIEW ON THE FAST FORWARD MAINE PODCAST.

