

BE A BRAND

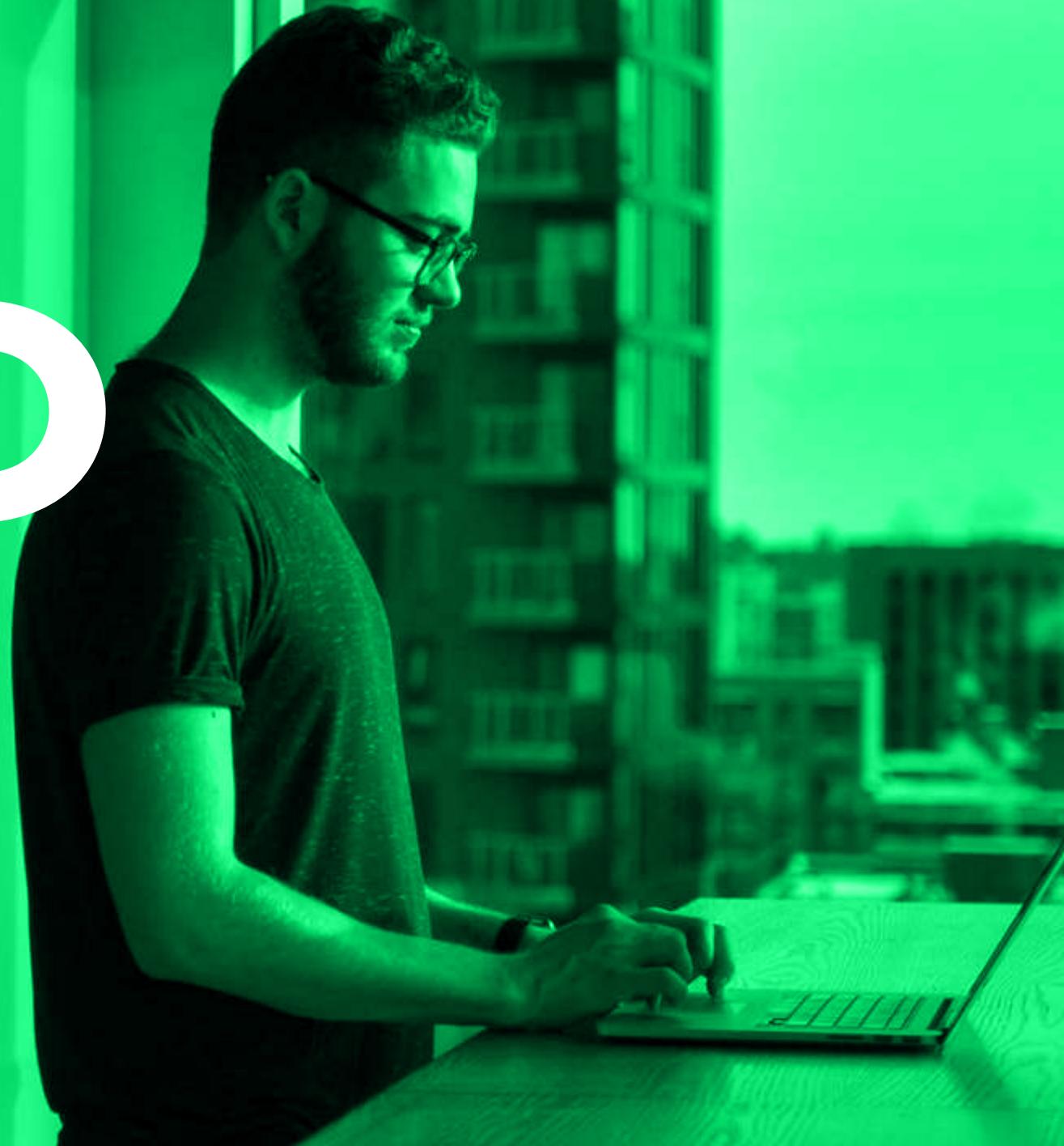
An ebook that will help you get insights into personal branding,
further helping you to create a roadmap to begin your journey!

An E-Book By

 CODESIGN[®]
LABS

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 ONFLIT



BE A BRAND

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Disclaimer

This book has been written based on our experiences of building and managing social media profiles for recognized industry leaders, corporate professionals, subject-matter experts and thought leaders across multiple domains and industries.

Each person has a unique personality and therefore a unique personal branding journey.

While this e-book offers specialized insights into building a personal brand through our intensive research and first-hand experiences, it might not guarantee the same outcome for everyone. Authors of this e-book do not hold any liability in case of inefficient output or results. We hope that this e-book will give you insights and information about personal branding and how to get started on your own journey.

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In case you have any inputs, suggestions, comments and feedbacks about this e-book write to us on 91@codesignlabs.com

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About Codesign Labs

For a world connected and operating over digital networks, it seemed rather unfair to us, that people were still struggling to find the right talent for their design, content, and technology needs. With the vision to solve this problem, we started Codesign Labs!

Codesign Labs is a Design Ops Management Platform. We enable enterprises, businesses, and startups to meet their design, content, and technology requirements at scale using high-quality freelancer talent and best practices for project management. We're an on-demand team that assists you in accomplishing your requirements and getting it in the hands of the users as quickly as possible and with as little friction as possible.

Today we work with 100+ clients and 150+ contractual freelancers spread across 20+ locations in a 100% remote environment. Last year itself, we helped our clients save 5280 hours in Project Management i.e. 220 days worth of time! Need we say more?

Learn more about us at www.codesignlabs.com

Check our portfolio on [Behance](#)

Don't forget to check our [Impact Report 2019-20](#)



WHO IS THIS EBOOK FOR



CEOs & CXOs
Senior Professionals
Top Management Executives



Entrepreneurs
Business Owners
Angel Investors



Solopreneurs
Creative Professionals
Independent Consultants



Industry Professionals and
Subject-Matter Experts
from any sector

In short, this e-book is for thought leaders who want to leverage digital media to reach the masses and are looking to influence & inspire people

FOREWORD



Building a brand is a continuous process that requires constant nurturing, growth and development, whether it is for your business or for yourself.

As you never stop learning and growing, your brand never stops evolving.

Many people with the right words and an intent to develop their personal brand **lack the time to do it themselves.**

The other type of people are those who have brilliant thoughts and opinions but **struggle to weave them into powerful words.**

And then there are the ones who do not know **the potential value of their expertise and are unaware of the need to build a personal brand.**

We have created a comprehensive e-book for all of you who have been trying to kickstart your personal branding journey.

It's a game plan to help you begin with creating a powerful social identity of yourself and decoding its best-kept secrets.



WHAT IS PERSONAL BRANDING

*Personal branding (definition) is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition to ultimately advance their career, increase their circle of influence, and have a larger impact.**

Just like marketing a “company”, you market yourself!

In the pre-internet days, only celebrities and a privileged few were well-known. While for others, there was nothing called ‘Personal Brand’ or it was limited to their business card only.

However, with the advent of social media, anyone with knowledge, thought and opinions that can create value for the audience can build their personal brand. Personal Branding is no more limited to media attention or appearing on television.

Easy access to the internet and our ‘smart’ phones have given power in each and everyone’s hand to communicate and influence people at large and build a personal brand.

**https://en.wikipedia.org/wiki/Personal_branding*





WHAT IS PERSONAL BRANDING

There are two ways that the world can know “YOU”

One, which is built organically and is dependent on other people’s perception about you. It is based on how people see or talk about your accomplishments, your activities, your experience etc.

The other is built and controlled entirely by you. You tell your story, your accomplishments, your experiences to the world in a way that it should be perceived.



WHY PERSONAL BRANDING

Building a personal brand opens new avenues for you like better opportunities, career advancements, positioning yourself as a trailblazer and a leader.

In simple terms, a good personal brand helps you to get better social positioning and more opportunities.





IMPORTANCE OF PERSONAL BRANDING IN 2020, ESPECIALLY POST COVID19

Ever heard of the phrase “your reputation precedes you”.
It holds true today more than ever.

According to a 2018 *CareerBuilder* survey,

70% of employers use social media to screen candidates while hiring

43% of employers use social media to check on current employees

82% people are more likely to trust those companies in which the senior executives are active on social media

So, whether you are meeting a potential investor, applying for a job interview or meeting a prospective client, your social media profile will become your portfolio to validate your identity.

If what you say in person cannot be established by your social media profile too, you might fail to gain the trust of the potential stakeholders.



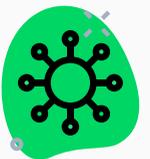


IMPORTANCE OF PERSONAL BRANDING IN 2020, ESPECIALLY POST COVID19

In fact, in the post-COVID19 world,

‘Trust & Credibility’ will supersede everything. People would only be investing their time and resources in the brands or people they believe in.

Therefore, at this point where everything else is at standstill, the opportunity to manifest yourself personally and online to your full glory will give you the edge to materialize your personal branding in the physical space in the future.





WHERE TO BEGIN FROM

According to an online study, 77% of people while engaging with a brand are seeking advice, information or help and prefer to interact with individuals rather than a company.

Therefore, the foremost need when initiating your personal branding journey is to identify your area of expertise. Once you have established your strengths, start with creating a content strategy. To begin you can follow these practices:

1. Begin with following the leaders in your industry on LinkedIn, Twitter, Facebook and other social media channels. You can share their posts and articles with your thoughts on the same.
2. Simultaneously, start creating your own content. Gather your thoughts, research your ideas, and build your feed with original posts, articles, tweets, etc.
3. Share your personal experiences. Be updated on the trending news, especially, in your industry and share your opinion on the same. Make your social media feed more visual by sharing your day-to-day happenings.

In short, show yourself, reflect your life and give voice to your thoughts!





BEST PRACTICES

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1. **Create and focus on building your niche** depending on your area of expertise. Stick to what you know and avoid digressing.
 2. **Reflect your true-self to build a unique identity.** Try and be original in your thoughts. Be vocal about the movements you believe in.
 3. If you have to post something you are not happy about, **make your opinion constructive and solution-oriented.** While having a strong opinion on something is okay, ranting and cribbing should be avoided.
 4. **Your profile should be clean, crisp and should communicate well about you.** People do check social media profiles before entering any conversation/engagement.
 5. **Avoid personal attacks and don't indulge in trolling** in any shape and form.
 6. **Be consistent and active on all social media handles** but make sure to maintain the right balance between posting too little and posting too much. Being consistent doesn't mean spamming the audience feed.





CHANNELS & PLATFORMS

Personal Branding is not only about expressing your thoughts and views or sharing insights on a specific subject but also distributing it across multiple platforms in an organized and systematic manner.

Reach is the keyword here!

Let's show you how to effectively use various available online platforms to share multiple content types that you can create-

#1 Micro-Content (Small Posts < 300 Characters)

Got a thought or have an opinion about something you noticed? Want to share an experience or advice with the world? Create a freshly brewed, well-articulated micro-post on your subject matter within a few seconds to get started.

As short and simple as it may seem, pushing consistent micro-content will help you in keeping your profile active and will help in increasing audience engagement.

Platforms - Twitter, Facebook Posts, LinkedIn Posts, Quora and Instagram Posts & Carousel



#2 Blogs (Longs Posts ~ 500 to 700 Words)

Have you always had a very descriptive style of writing? Then leverage the benefits of blogging.

Blogging is a great way to share your knowledge, provide value to your audience and keep them engaged. Just remember to write content relevant to your audience. Keep your blogs informative, interesting and crisp.

Platforms – LinkedIn Publishing Platform (Articles), Medium, WordPress.com, Blogger

#3 Social Media Content (Images, Micro-Videos, Sharing of Articles/Posts, Stories etc)

If nothing else comes to your mind, observe what's trending in your industry and share your thoughts about it. Share your inputs on what other people are posting/sharing etc. This is the best way to be active on social media.

Also remember to reply to comments and engage with your audience in a fruitful manner because this is the best way to build conversations, debates and engagement. Every word that you put out is taken to be an extension of yourself.

Platforms available for FREE – Facebook, LinkedIn, Instagram, Twitter



#4 Video Content / Vlogs (Duration ~ 5 to 15 Mins)

With access to almost 24*7 high-speed internet and decent quality smartphones, the audience wants to consume more video content as it's more personal, engaging, informative and fun!

You can create vlogs on your personal experiences or record a knowledge session with tips and tricks related to your industry. Making and publishing videos is easier than ever before and is indeed the best way to grow your personal brand.

Platforms available for FREE – Instagram/IGTV, YouTube

#5 Live Streaming / Webinars (Duration ~ 30 to 60 Mins)

Wherein all other forms of engagement are passive, going live and talking to your audience is a great way to boost engagement on your social media. All you need is stable internet and you can go live anytime, from anywhere.

You can host AMA sessions, talk about a certain topic and also host structured knowledge sessions in forms of webinars and online classes. Engaging live with your audience is the best way to build a lasting connection.

Platforms available for FREE – Facebook Live, Instagram Live, YouTube Live, LinkedIn Live, Zoom, Zoho Webinar





HOW CAN WE HELP YOU

So, now you know what needs to be done but can't yet figure out how to begin? We might have the perfect solution for you.



ONFLIT is a personal branding management product.

We enable you to structure your thoughts or opinions into value-driven content and distribute it across various social media platforms. Thus saving you from the hassles of sitting down to brainstorm for clarity of thoughts, then weaving the thoughts into powerful words and then distributing it.

This helps to churn out content faster, keeping all your social media profiles active.

To give you an idea of how we pursue this, we have enlisted the case studies of three of our clients who faced one or the other above-mentioned problems prior to opting for ONFLIT and how using ONFLIT for their personal brand, has enabled them to be **OnPoint. OnTime. OnFlit.**



Client Profile - Angel Investor

A serial entrepreneur and an angel investor signed up for ONFLIT. He was one of our initial clients for whom we started managing and building personal branding on social media. Whilst we started working with him, he was well-reputed amongst his network, however, his experience and knowledge were accessible to only a select few he was directly interacting with.

With consistent and captivating posts, articles, opinions on the startup ecosystem, investment, business and economic news; people were able to gain greater values and insights from his content which resulted in increased engagement on social media.

As a result, his popularity and the local network grew multifold. He also saw a rise in the frequency of invitations, where he was being invited to share his wisdom & knowledge at prestigious events in his city as a keynote speaker, guest of honour or as a judge.

Even as you read this, we continue to assist him to grow his brand stronger.



Client Profile - Financial Advisor

He is already a sought after and renowned financial advisor with great public speaking and writing skills. However, prior to appointing us, he was struggling to maintain his already established social media presence juggling between creating and distributing content and his work.

While he was active on Twitter most of the time, other platforms like LinkedIn, Facebook, and Instagram did not get the needed attention. He was already doing a lot of work offline but the on-ground work was not being showcased to the right audience on social media platforms.

As we took over the reins of his social media handles, we gave his social media a complete makeover and initially used the already present offline content to gain greater audience trust and loyal viewers/readers.

On the work front, it's a win-win situation for both, as he can now focus on doing things only he can do i.e. financial advisory and his workshops; and we take care of strengthening his online presence.



Client Profile - Real Estate Professional

Based out of Australia, our client was making phenomenal progress in real life. However, his social media didn't do any justice to portray his achievements and success stories and the knowledge he could offer. While our client did have a little inclination towards building a presence online, he was not quite sure if it would be beneficial for him; after all real estate is sold offline only.

After some initial discussions, he agreed to give it a try. And there we were listening to his client conversations, new things he's planning to do and his accomplishments every week. From strategizing on what can be published to converting into structured content and finally publishing it, we are doing it consistently enabling him to showcase all that he's been only thinking about.

As the pandemic hit, just two months before forcing all to stay under complete lockdown; his commitment towards building a personal brand online strengthened.

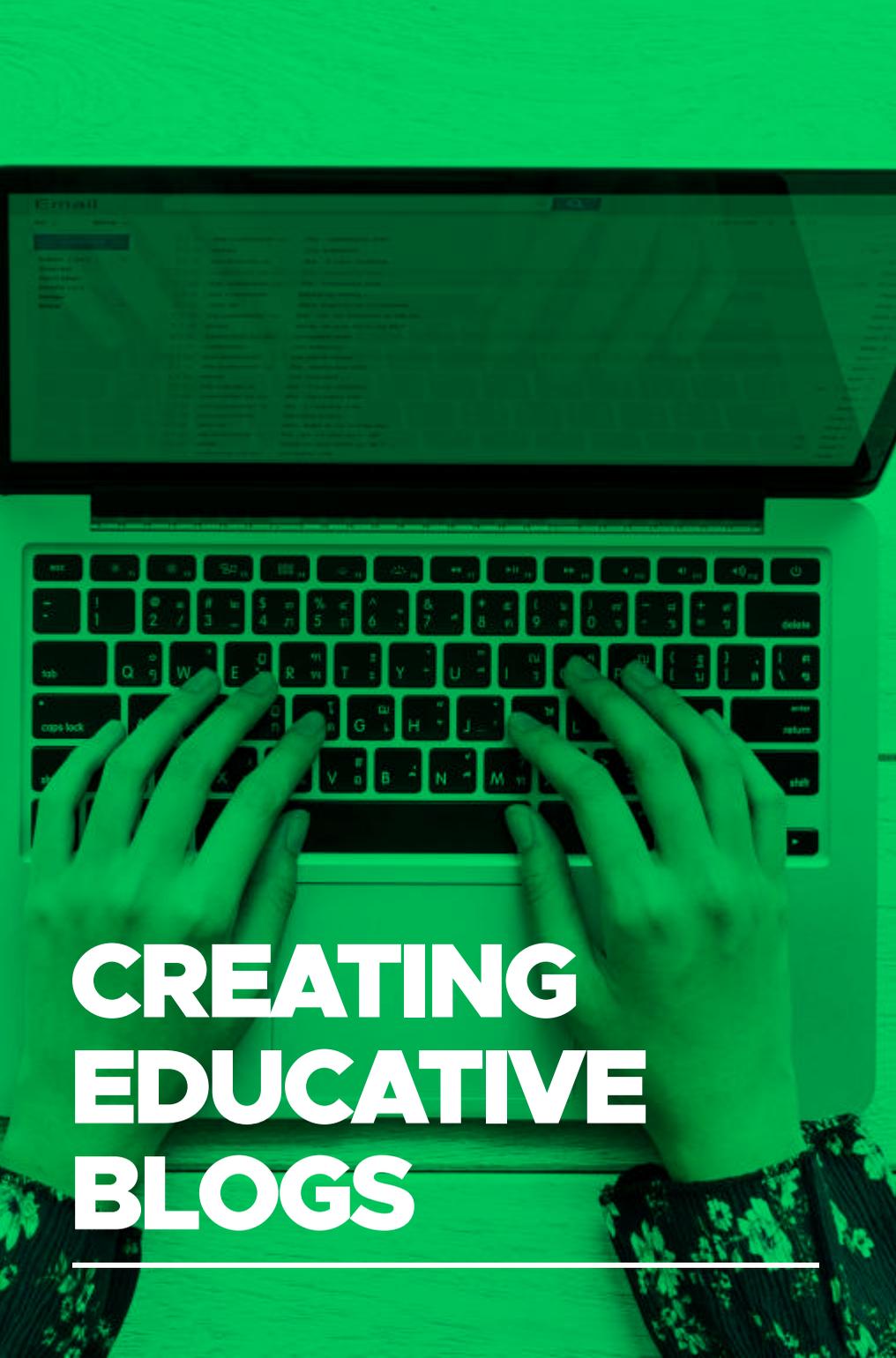


To conclude our case studies, we just want to say that in the state of complete lockdown in most parts of the world and the global crisis like this, a digital presence of a business or a person emerged to be the only saviour.

And building a strong identity of yourself in the social world seems to be a need of the hour.



THINGS THAT ARE INCLUDED IN ONFLIT



CREATING EDUCATIVE BLOGS

Be it an article on LinkedIn or a guest post invite in a newspaper or on a reputed blog, we help you to research the topics of your interest/expertise and organize your thoughts in a manner to make your article an engaging read, every time.



SOCIAL MEDIA CONTENT

We help to make your social media feed personalized by structuring and posting about your offline engagements, achievements, events, etc., leading to strong social media presence and impact.





REAL TIME POSTING

While you attend an event as an audience member or as a speaker, host, or a panelist, we assist you in real-time, updating your status posts, tweeting your insights and highlights of the event to keep your audience informed and engaged



REPOSTING VALUABLE CONTENT

We reshare the significant posts in which you are tagged, or mentioned along with your thoughts on the same. We also keep track of the relevant news in the field of your expertise and repost valuable posts with empowering captions derived from your expert opinions.



Do you wish the world to discover who you are, then you ought to put yourself out there! And a virtual space can be the perfect arena to strike a conversation with your audience.

If you're putting it off for the paucity of time or lack of creative writing flair or confirmation bias, then it's time for you opt for ONFLIT and get started in no time.

The aim is to make the process of personal branding an absolute breeze for you as we take care of everything from soup to nuts.

For any enquiry / questions, write to us on 91@codesignlabs.com

To know more about us, visit www.codesignlabs.com

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