

Outsized.



Mastering the Art of Personal Branding

Leverage your digital profiles to attract more clients
as an independent professional

HANDBOOK



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Getting started

This guide is designed as a starting point for building your purpose-driven personal brand—a reflection of your underlying motivations and values that establishes trust and fosters genuine connections in your professional life.

Before we start, let's explore **why building a personal brand is important** and how it allows you to showcase your unique identity and connect effectively with others.



Builds credibility

Using an optimised profile with the right balance of engagement your digital profile becomes a source of trust for potential clients



Helps in networking the RIGHT way

A digital personal brand can help you connect with professionals from similar backgrounds and can potentially lead to project referrals and other tangible and intangible benefits



Improved visibility

Through content sharing and voicing out your personal opinions with other professionals, your profile stands out from the crowd



Discover your niche

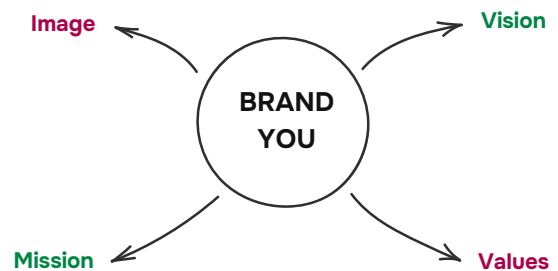
By reflecting and sharing your professional journey with others, you will learn about yourself and discover your niche and interests along the way!

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What is your personal brand?

Creating a personal brand as a professional involves formulating a unique identity that combines your experiences, values, and aspirations in a way that distinguishes you from others in your field.

Take a paper and start with identifying the following **4 key components** that can help you resonate authentically with your audience!



Mission

Identify 2-3 objectives for your personal brand, like educating others on a skill set or addressing industry challenges

Vision

Envision where you want your brand (digital profiles) to reflect in the future and outline the goals that will guide you towards that destination

Image

Reflect on moments you felt most authentic and use these insights to craft a consistent and compelling digital persona

Values

Pinpoint some of the core principles and values that you want to abide by throughout your professional life and career

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Define your X factor

with activity sheet one

Now that you have identified your key components, [download the activity sheet one](#) below and follow the below steps to identify your key areas, skills and values. This will help you find your **Unique Selling Points** that sets the stage to reflect a strong digital personal brand!

Key areas

- Define your top five strengths, passion, goals, purpose towards the end of the sheet
- Narrow down the top five values and strengths and remove the contradictory points
- Utilise the **Problem Action Result** (PAR) method to answer - this means identify an instance where there was a problem, what action you took and what was the result/impact

Key skills

- Narrow down to top five skills (pro tip - identify the skills repeated throughout the activity above and pick them)
- These skills will define your brand image and highlight what's important to you professionally

Key values

- Identify your values through the activity and learn more on how you can stand out from the crowd
- This value system will help you identify a mission statement (how do you want to help others), your superpower/ USP (what makes you different)

Activity sheet 01 here 

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Define your audience

with the activity sheet two

“

Your personal brand is what people say about you
when you are not in the room

Jeff Bezos

”

After defining your USP, use the **activity sheet two below** to detail your ideal customer persona. Follow the steps provided to effectively apply your USP in developing a digital brand that meets the needs of your target audience:

- Outline your ideal target customer's profile in detail
- Identify reasons why this customer would be drawn to your brand
- Explore potential pain points and strategies to address them effectively

Activity sheet 02 here



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What next?

Now that you've identified your USP and customer persona, it's time to develop a content plan that leverages both to showcase your expertise on your chosen digital platforms.

Here's a comprehensive list below that integrates **key strategies and tactics** to build your brand over time!



Reflect on your USP

Assess and refine your USP to stay relevant and compelling in your industry. Make sure to narrow down on what you want to be known for



Define your target audience

Tailor your content and engagement strategies to resonate with the needs and preferences of your target audience



Do your research

Expand your professional network both online and offline by attending industry events, conferences, and workshops



Engage in active networking

Keep abreast of industry trends, technologies, and follow other experts/ thought leaders through various channels such as podcasts, blogs, etc



Collect testimonials and recommendations

Gather feedback and endorsements from satisfied clients or colleagues to enhance your credibility and reputation



Optimise your digital profiles consistently

All your digital platforms should accurately reflect your expertise providing a platform for clients to learn more about you

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Frequently asked questions



Do I curate content for my target audience or based on my value system and mission?

You must ideally maintain a balance. The ideal balance would be a **60-40** wherein there is a 60% focus on your target audience personas and 40% focus on where you speak about your mission and values etc.

The audience and you are constantly evolving and it's important to constantly accept the change and curate content accordingly.



How does someone shift their content to other areas after building and curating for a niche audience?

It is a starting process all over again in the same order- slowly build your target audience according to the new target audience you want to focus on and in the meantime don't stop curating content for the existing audience.

For more relevant content, live workshops and exclusive resources, check out the Outsized Community

[Visit Outsized Community](#)

Meet our leadership



Anurag Bhalla
MD | APAC



Niclas Thelander
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