



CARY COMMUNICATIONS INSIGHTS

How to Craft a Strong Personal Brand That Gets You Noticed

By Karen Bluestein

Your personal brand is more than a title or résumé. It's what people say about you when you're not in the room. It's how you position yourself, the value you bring, and the impression you leave.

A strong personal brand isn't just for influencers or executives. Whether you're growing your career, building a business, or expanding your network, a well-crafted brand helps you stand out, attract the right opportunities, and build credibility.

Here's how to create a personal brand that works for you.

1. Define What You Want to Be Known For

Before you start shaping your brand, get clear on your core message.

- What are your key strengths?
- What unique skills or expertise set you apart?
- What problems do you solve for others?
- What do you want people to associate with your name?

Your brand should reflect not just what you do, but the value you bring.

For example, instead of just saying, "I'm a leadership coach," define your niche more clearly:

- "I help emerging leaders build confidence and executive presence."
- "I train high-performance teams to communicate and collaborate more effectively."

Being specific makes you more memorable.

2. Craft a Clear and Consistent Message

Your brand should be easy to understand and repeat.

If someone were to introduce you at an event, what would you want them to say?

A strong personal brand statement follows this formula:

I help [your audience] achieve [specific result] by [your expertise or unique approach].

Examples:

- “I help small business owners turn data into profitable marketing strategies.”
- “I simplify complex legal issues so business leaders can make informed decisions.”

This clarity helps people immediately grasp your value.

3. Build a Strong Online Presence

Your personal brand needs to be visible. In today’s digital world, people research you before they ever meet you.

- LinkedIn: Optimize your profile with a compelling headline, a well-written summary, and regular content that reflects your expertise.
- Website or Portfolio: If applicable, showcase your work, testimonials, and thought leadership.
- Social Media: Share insights, engage with your industry, and contribute to conversations that align with your brand.

Consistency is key. If someone Googles your name, your online presence should reinforce your brand message—not contradict it.

4. Share Valuable Content

People trust and follow brands that educate, inspire, or provide solutions. One of the fastest ways to establish credibility is by sharing content that showcases your expertise.

- Write LinkedIn posts or articles on industry trends.
- Create short videos or insights on challenges your audience faces.
- Speak on panels, podcasts, or at industry events.

You don’t have to post daily, but consistency matters. Even one well-crafted piece per week builds momentum.

5. Cultivate Your Network

Your brand isn’t just what you say about yourself—it’s also what others say about you. A strong network amplifies your reach and credibility.

- Engage with thought leaders in your field.
- Offer help and insights without expecting anything in return.
- Attend industry events and actively participate in discussions.

Networking isn’t just about making connections—it’s about building meaningful relationships.

6. Be Authentic and Consistent

The best personal brands are genuine. People connect with authenticity, not a curated, overly polished persona.

- Speak in your own voice, not corporate jargon.
- Share stories and experiences that shaped your expertise.
- Be the same person online as you are in real life.

A brand built on authenticity attracts the right opportunities and relationships.

7. Keep Evolving

Your personal brand isn't static. As your career grows, your expertise and focus may shift. Regularly evaluate and refine your brand to stay aligned with your goals.

- Are you still positioned the way you want to be?
- Is your messaging still relevant?
- Have you added new skills or experiences that should be reflected?

Your personal brand should grow with you.

Put It into Action

A strong personal brand isn't built overnight, but small, consistent actions lead to big results.

- Define what you want to be known for.
- Craft a clear, memorable message.
- Build an online presence that reinforces your expertise.
- Share valuable insights and engage with your network.
- Be authentic and consistent in every interaction.

When done right, your personal brand works for you, even when you're not in the room.

Need help defining your personal brand? [Let's talk.](#)

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