

VISTAGE



Sierra
marketing

Your Personal Brand Advantage

Harnessing the power of personal branding for you and your business





Your Personal Brand Advantage

What is the strategic value and impact of your personal brand for you and for your business?

What are the strategies that you can use to develop, communicate and grow your personal brand?

How can you leverage digital tools like AI and LinkedIn to enhance your personal brand?

Session Objectives

- ✓ **Understand the strategic value** of your personal brand and how the concept of personal branding applies to you and your business
- ✓ **Recognise the foundations** of personal branding
- ✓ **Have the tools** to develop your personal brand
- ✓ **Develop an action plan** to grow your personal brand



Your Personal Brand Advantage



Marion Di Benedetto



[Marion Di Benedetto](#)



marion@sierramarketing.com.au

SIERRAMARKETING.COM.AU

Unlocking Business and Personal Possibilities by Simplifying and Enhancing Communication Strategies

- ◆ **Founder and Strategy Director of Sierra Marketing**, integrated marketing and communication agency since 2007.
- ◆ **Successfully launched, crashed, and sold businesses.**
- ◆ **Coach and mentor for entrepreneurs**, including business owners as well as people in the workplace.
- ◆ **Member of board of advisors** in a marketing and communication capacity.
- ◆ **Delegate and panellist at the G20 young entrepreneur alliance** summits in Russia, China and Australia.
- ◆ **Msc in Management and Marketing**, Nottingham Business School, England.
- ◆ **Certified trainer** with a training approach that is grounded in real business experience.



What does your personal brand mean to you and your business?

What do you currently do to build your personal brand?
How do you rate your personal brand?



Your Personal Brand Advantage



01 DEVELOP

Foundations

Identifying the strategic value of personal branding for you and your business and building the blocks of an impactful personal brand.

>> **Personal Brand Statement**

02 COMMUNICATE

Digital Presence

Using LinkedIn and AI for developing, communicating and growing your personal brand.

>> **AI Applications**

>> **LinkedIn Optimisation**

03 GROW

Action Plan

Setting personal branding goals, identifying key audiences and channels of communication, and creating a roadmap for content and engagement.

>> **1-page Personal Brand Plan**

Session Agenda



Resources

Your Personal Brand Advantage

- ✓ [Presentation](#): Your Personal Brand Advantage
- ✓ [Worksheet](#): Developing an Impactful Personal Brand
- ✓ [Accesses](#): Internet, LinkedIn and AI tool of choice

Scan to Access

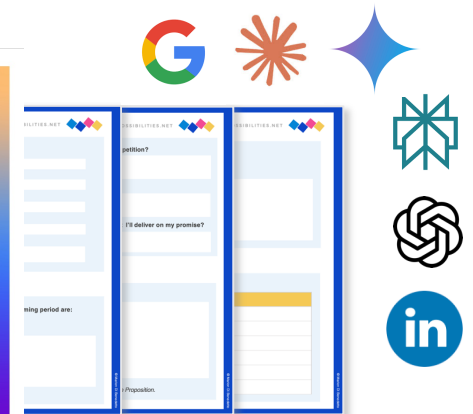


Your Personal Brand Advantage

01 DEVELOP	02 COMMUNICATE	03 GROW
Foundations Identifying the strategic value of personal branding for you and your business and building the blocks of an impactful personal brand. >> Personal Brand Statement	Digital Presence Using LinkedIn and AI for developing, communicating and growing your personal brand. >> AI Applications >> LinkedIn Optimisation >> Content Ideas	Action Plan Setting personal branding goals, identifying key audiences and channels of communication, and creating a roadmap for content and engagement. >> 1-page Personal Brand Plan

Your Personal Brand Advantage | © Marlon Di Benedetto

SIERRAMARKETING.COM.AU





01 DEVELOP

Foundations

Identifying the strategic value of personal branding for you and your business and building the blocks of an impactful personal brand.

>> Personal Brand Statement

Your Personal Brand Advantage

Part 1 – Your Personal Brand Foundations

- ◆ **What is the Strategic Value of Personal Branding? For Business Leaders**
- ◆ **Personal Brand vs Business Brand**
- ◆ **Foundations of an Impactful Personal Brand: The 4 C's of Personal Branding**

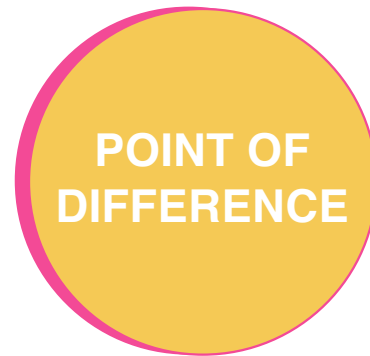
Activity:

- >> Developing the foundations of your Personal Brand



What is the Strategic Value of a Personal Brand?

For Business Leaders



**Investor Confidence | Talent Attraction | Employee Engagement | Thought Leadership | Market Reputation
Industry Influence | Partnership Opportunities | Business Growth | Personal Network | Legacy**



What is a Personal Brand for Business Leaders?

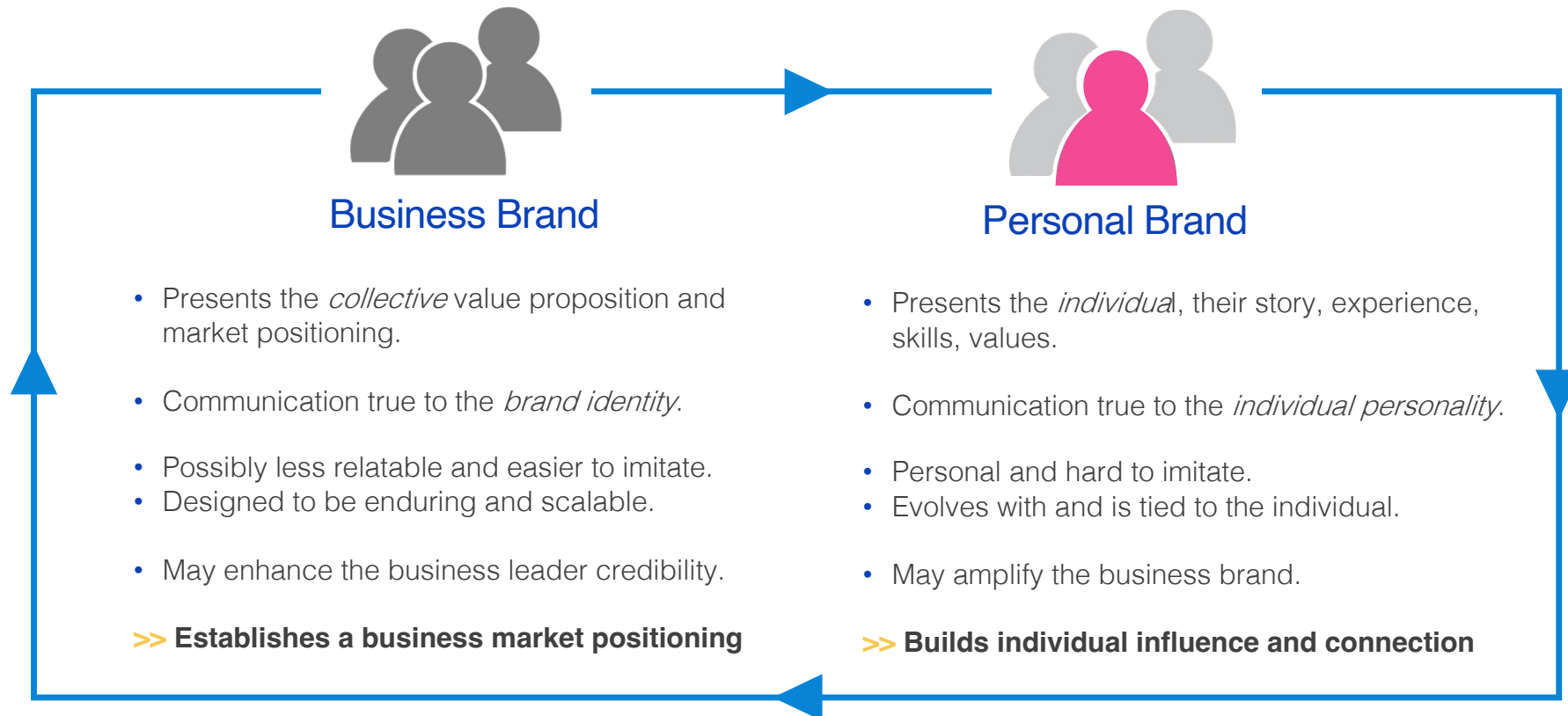
For business leaders, a personal brand is the **unique combination** of your personality, values, experience, and skills, **communicated consistently** to your audience **to** build trust and credibility, increase visibility and influence and create a **distinct positioning**.

What it's NOT: *Personal branding is not just about self-promotion and individual reputation. It is a strategic asset for leadership and organisational success.*



Personal Brand vs. Business Brand

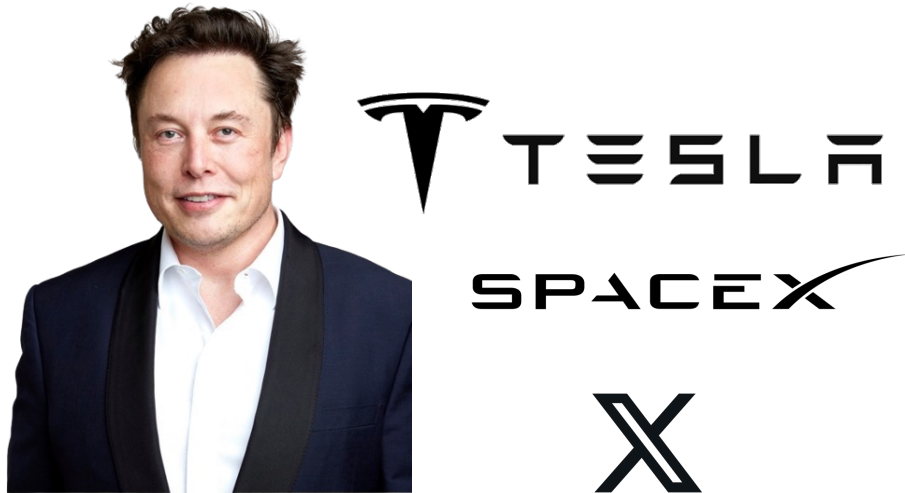
Strategic Purpose and Audience Connection





Powerful Personal Brand Examples

Elon Musk



Elon Musk's personal brand is linked to:

- ***Innovation***
- ***Risk taking***
- ***Ambition***

His personal brand:

- ***Attracts (or detracts) investors***
- ***Drives media attention***
- ***Influences markets***



Powerful Personal Brand Examples

Richard Branson



Richard Branson's personal brand is linked to:

- **Accessible**
- **Adventurous**
- **Authentic**

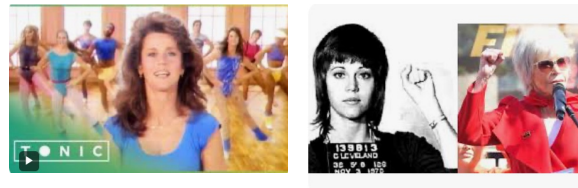
His personal brand:

- **Is relatable to key stakeholders**
- **Inspires trust**
- **Fosters loyalty**



Powerful Personal Brand Examples

Jane Fonda



Jane Fonda's personal brand is linked to:

- **Empowerment**
- **Resilience**
- **Activism**

Her personal brand:

- **Leads by example**
- **Advocates**
- **Inspires**



What is Your Personal Brand?

What are 3 words that capture you?
What are 3 impacts of your personal brand?



Foundations of an Impactful Personal Brand



The 4 C's of Personal Branding

01

Clarity

What you want to be known for

- Vision
- Mission
- Values
- Differentiation
- Experience, skills...

>> Intentional messaging that is focused and understandable

02

Consistency

How your brand aligns across all channels of communication

- Story
- Messaging
- Tone
- Look and feel

>> Professional and reliable messaging that is memorable

03

Content

How you communicate and engage your audience

- Written (articles, posts, emails)
- Visual (photos, videos, graphics)
- Audio (interviews, podcast)
- Interactive (webinars, events)

>> High-quality, remarkable communication that keeps you front of mind

04

Connection

How you build relationships and develop a community

- Internal stakeholders
- External stakeholders
- Professional networks
- Advocates

>> Trust that amplifies your messaging and opens opportunities

Your Personal Brand Statement – *How you simplify your personal brand positioning*



What are the Foundations of Your Personal Brand?

- 1) **Clarity** – What do you want to be known for?
- 2) **Consistency** – How does your brand align across all channels of communication?



My Personal Brand Foundations

1) Clarity – *What I want to be know for*

What drives me as a business leader? What is my purpose? *(Vision)*

Who is my audience? *(Target)* What is the role I play for them? *(Mission)*

What do I believe in as a business leader? *(Values)*

What sets me apart from other business leaders in my space? *(Differentiation)*

>> 3 words or sentences that capture "me" *(Positioning Statement)*

- 1)
- 2)
- 3)



2) Consistency – *How my brand aligns across communication channels*

What is my story? *1 short paragraph or a few keys points.*

What are my core messages? *In 3-5 sentences. (Supporting Statements)*

What is my tone of voice? *In 3-5 words that define your communication style.*

Describe your personal brand look and feel.



What are the Foundations of Your Personal Brand?

- 3) Content** – *How do you communicate and engage your audience?*
- 4) Connection** – *How do you build relationships and develop a community?*



My Personal Brand Foundations



3) Content – *How I communicate and engage my audience*

What written content will I use? (e.g. articles, posts, emails...)

What visual content will I use? (e.g. photos, videos, infographics, animations...)

What audio content will I use? (e.g. interviews, podcast...)

What interactive content will I use? (e.g. webinars, events, live panels, keynotes...)

4) Connection – *How I build relationships and develop a community*

How will I build relationships with internal stakeholders? (e.g. SLT, staff, board...)

How will I build relationships with external stakeholders? (e.g. media, customers...)

How will I build relationships with professional networks? (e.g. associations, GBs...)

How will I build relationships with advocates? (e.g. investors, industry peers...)



What are the Foundations of Your Personal Brand?

Your Personal Brand Statement

My Personal Brand Foundations



Developing your Personal Brand Statement with AI.

AI Prompt 1: Help me create a clear, concise personal brand statement that highlights who I am as a business leader, what unique value and expertise I offer, who my target audience is, and the impact I aim to create now and in the future. Use a confident and authentic tone suitable for LinkedIn and executive communications. The statement must be 1-2 sentences that are memorable and position me as a trusted partner that people want to engage with.

I am [my role] in [industry]

My core strengths are [positioning statements]

What sets me apart is [differentiation]

My target audience includes [audience segments or cluster]

I [mission] and aim to [vision]

AI Prompt 2: Please provide a couple more variations including some that focus more on [positioning statement / core message / value / tone]

My Personal Brand Statement



02 COMMUNICATE

Digital Presence

Using LinkedIn and AI for developing, communicating and growing your personal brand.

>> AI Applications

>> LinkedIn Optimisation

Your Personal Brand Advantage

Part 2 – Digital Presence

- ◆ Reviewing your Digital Presence
- ◆ Improving your Digital Presence with LinkedIn

Activity:

- >> Reviewing your digital presence
- >> Optimising your LinkedIn profile



Reviewing your Digital Presence

Finding out about YOU from the public knowledge bank

Your digital presence is how you **appear** online and how you are **perceived** online.

Why is a strong digital presence important?



Platforms to consider when reviewing your digital presence include:

- ◆ **AI-powered Chatbots** (e.g. ChatGPT, Perplexity, Gemini, Claude...)
- ◆ **Social Media** (e.g. LinkedIn, YouTube, Facebook, Instagram...)
- ◆ **Search Engines** (e.g. Google, Bing...)
- ◆ **Websites** (e.g. Business website, industry associations, online publications, news, interviews, guest posts, podcasts...)

*Note: This is purely from a digital point of view. Personal recommendations, opinions, word of mouth, live events... are not considered – which highlights the importance of **developing synergies and aligning digital and IRL.***



What is Your Digital Presence?

Reviewing multiple platforms, assessing gaps and brand consistency



My Personal Brand Digital Presence

Reviewing your digital presence



What is my digital presence?

Using AI, Search Engine, LinkedIn, Company Website

AI Prompt 1: Who is [your name]

AI Prompt 2: Who is [your name] from [business name]

AI Prompt 3: Is [your name] good to work with?
Would you recommend working with [your name]?

Google Search 1: [your name]

Google Search 2: [your name] from [business name]

LinkedIn 1: Your personal page

LinkedIn 2: Your business page

Website 1: Your business website

Website 2: Any website you may be on

Observations – What I like, don't like, things to work on...

Large empty box for observations.

My personal brand is consistent:

Yes or No

Review across
channels
e.g. LinkedIn,
website, events

Core messages
Tone of voice
Story
Look and feel

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Notes

Large empty box for notes.

My Personal Brand Action Plan



Measuring the Strength of Your Personal Brand and Identifying Areas of Opportunity

DATE:

PERFORMANCE FACTORS	RATE	CURRENT ACTIONS	FUTURE ACTIONS
◆ TRUST AND INFLUENCE			
◆ POINT OF DIFFERENCE			
◆ VISIBILITY AND REACH			
◆ BUSINESS IMPACT			

>> OVERALL IMPACT

ACCOUNTABILITY PARTNER:

IMPLEMENTATION SUPPORT:

NEXT REVIEW DATE:



Improving your Digital Presence with LinkedIn

Optimising your LinkedIn Profile

Why be Active on LinkedIn?

- ◆ **Build your personal brand:**

Grow your network, show your expertise, share knowledge, develop relationships...

- ◆ **Support your community:**

Value people, their work and achievements, elevate each other, connect, engage, share...

- ◆ **Support your business:**

Advocate for your business, share business news and achievements, promote the business...

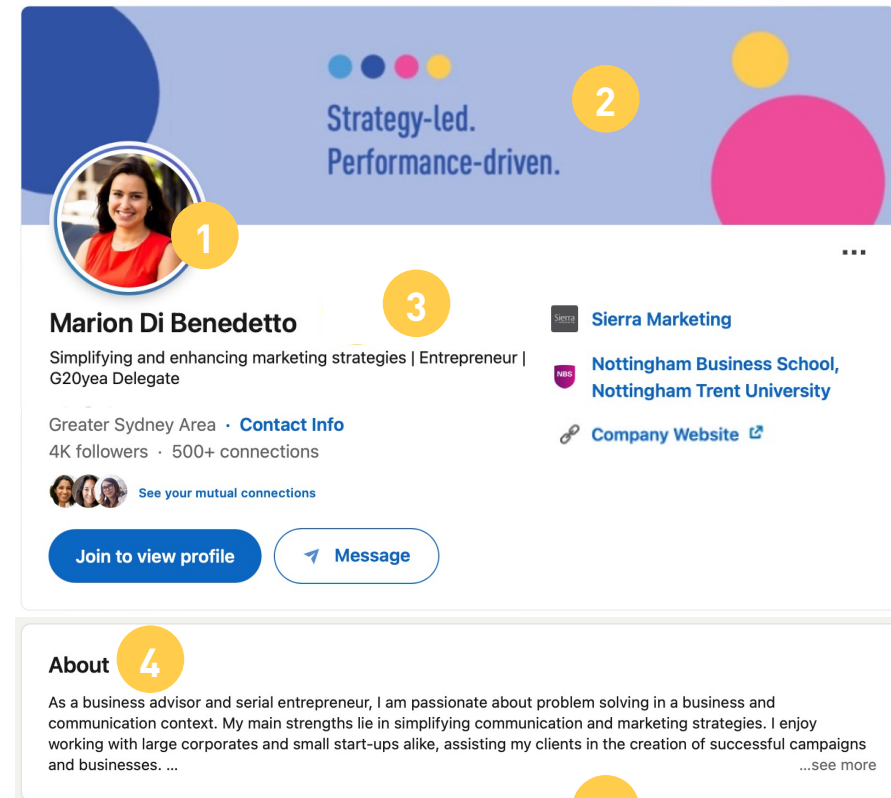




Improving your Digital Presence with LinkedIn

5 Steps to Set Strong Foundations for your LinkedIn Profile

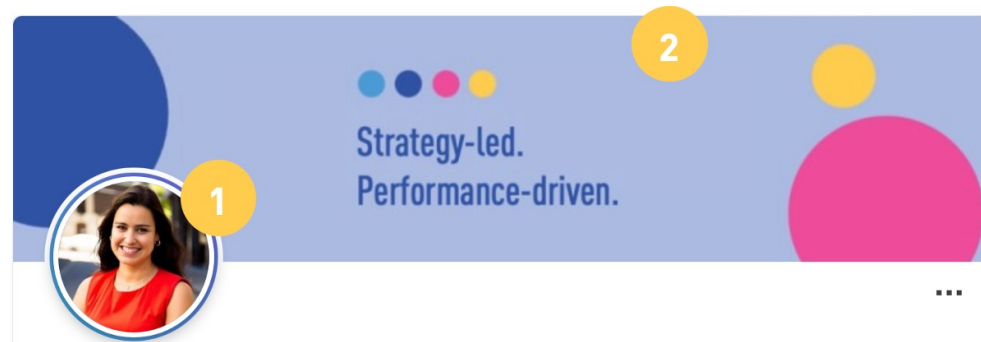
- 1 Profile Picture
- 2 Background Image
- 3 Tagline
- 4 About
- 5 Interact and engage





Improving your Digital Presence with LinkedIn

Steps 1 and 2 – Profile Picture and Background



1 Profile Picture

- Looks like you
- Good Resolution image
- Face is prominent
- Be the only one in the picture
- Facial expression true to you
- Get someone else to take the photo
- Avoid distracting backgrounds
- Wear what you would wear to work
- Use filters wisely

2 Background Image

Where appropriate, use a company or associated brands, branded background image.



Improving your Digital Presence with LinkedIn

You may be wondering...

AI or NOT AI? Is using AI for your LinkedIn images ok?

- LinkedIn does not seem to penalise the use of AI-generated images.
- In most cases, it is hard to see the difference with a professional shot.
- Pros: it might offer a more polished version, save time and effort in a professional photoshoot, and it doesn't violate any copyright usage.
- Cons: may lack of authenticity.

It's your choice!



(Left) AI-generated headshot, (Right) Official IRL photoshoot

AI or NOT AI?

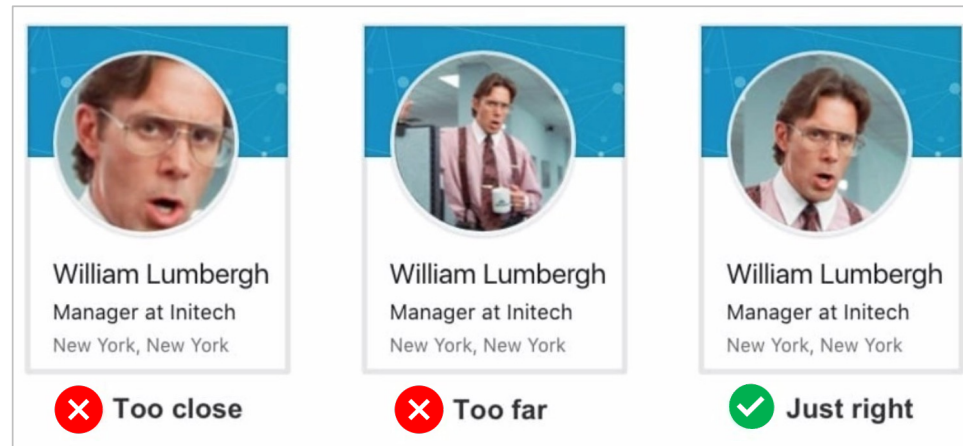
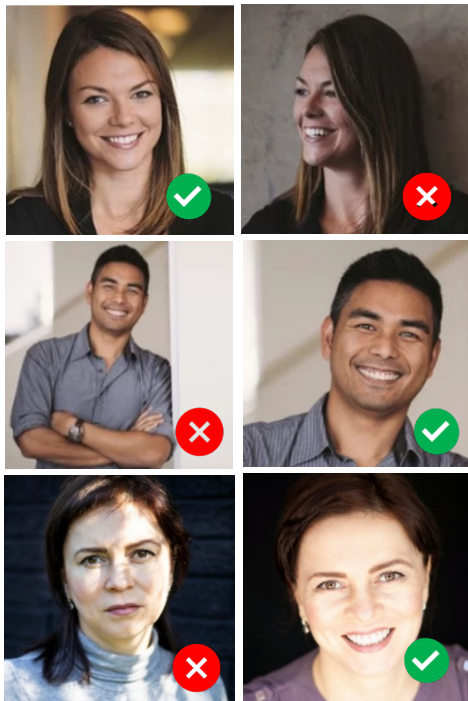


(Left) AI-generated headshot, (Right) Official IRL photoshoot



Improving your Digital Presence with LinkedIn

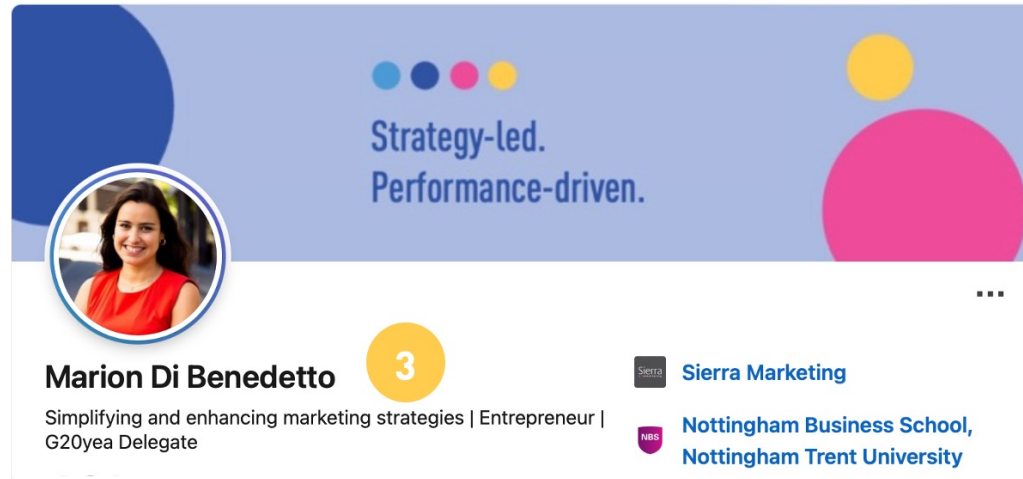
These images... Yay or Nay?





Improving your Digital Presence with LinkedIn

Step 3 - Tagline



3 Tagline

- Your tagline immediately helps the audience to paint a picture of who you are, what you're about, and how you're going to **be relevant and valuable to them**.
- It aims to **build credibility and stimulate interest**.
- **220 characters max**.
- You can use “|” to break up segments.
- Make it relevant to your specific audience, role and industry - incorporate keywords relevant to you, your industry and area of expertise.



Improving your Digital Presence with LinkedIn

Step 4 - About

About

As a business advisor and serial entrepreneur, I am passionate about problem solving in a business and communication context. My main strengths lie in simplifying communication and marketing strategies. I enjoy working with large corporates and small start-ups alike, assisting my clients in the creation of successful campaigns and businesses. ... [...see more](#)

4

About

- Use this section as an opportunity for **story telling** to position yourself and for people to get to know you.
- Share about your **vision, mission, expertise and background**.
- Don't be shy to use the **first person** and make it personal.
- Use keywords **relevant** to your field.
- Be **consistent**.



Improving your Digital Presence with LinkedIn

Step 4 - About

About – Formula

This formula is for inspiration only - nothing scientific.

- **Hook** (1 sentence) – e.g. problem solving
- **Mission** (1-3 sentences) – e.g. simplifying marketing
- **Expertise, skills, accomplishments** (2-5 sentences) – e.g. worked with...
- **Background** (2-3 sentences) – e.g. started...
- **Call to action** (1 sentence) – e.g. contact me

The order is not rigid although hook at the front end and call to action at the back end make most sense.



What can You Improve on Your LinkedIn?

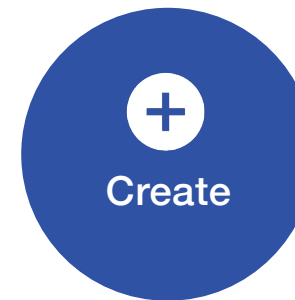
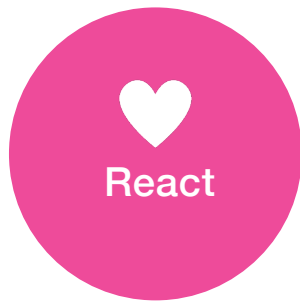
Reviewing your profile picture, background image, tagline and about





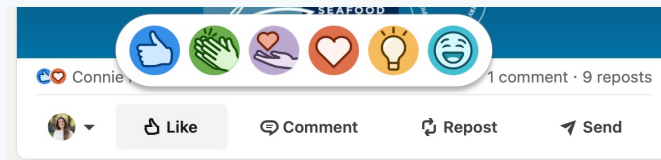
Improving your Digital Presence with LinkedIn

Step 5 – Interact and Engage



How?

Simply hit one of these buttons!



- **Show support:** "The stall looks amazing! Nice job, team!", "Thanks [name] for sharing on this topic", "Really insightful"...
- **Position yourself:** "So proud to have been part of this project", "Thank you [customer] for your trust!"...
- **Add value and engage:** "What I love about this is...", "To add to your point...", "I totally agree, and..."...

How?

Sharing your thoughts, opinions, knowledge, experience and insights about a topic you are interested in, using [a post](#), [an article](#), [a LinkedIn newsletter](#), [a picture](#) or [a video](#).

Making sure to [tag](#) all relevant people and organisations, as well as using [hashtags](#), so your content has greater reach and can be reposted too!



Improving your Digital Presence with LinkedIn

Step 5 – Interact and Engage



Creating an engaging and memorable paragraph that promotes someone you have worked with. It adds a sense of **authenticity, authority** and **personalisation** to your profile.

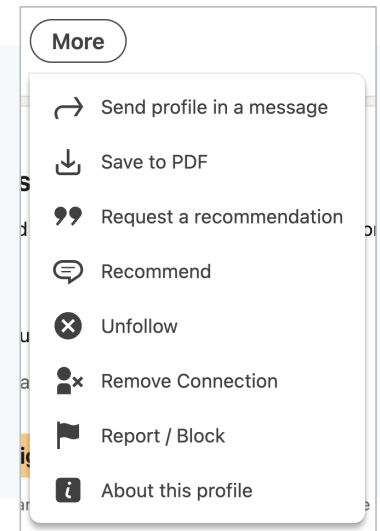
How?

You have to be a **1st connection** to be able to recommend and get a recommendation.

To write a recommendation for someone, you can simply:

>> Go to their profile >> Click More >> Select Recommend

And don't be shy to ask for recommendations for yourself too!





Who will you Recommend Now?

And Who will you Ask for a Recommendation?





03 GROW

Action Plan

Setting personal branding goals, identifying key audiences and channels of communication, and creating a roadmap for content and engagement.

>> **Personal Brand Plan**

Your Personal Brand Advantage

Part 3 – Action Plan

- ◆ **Setting Personal Branding Goals and Timeline**
- ◆ **Identifying Key Audience Segments and Communication Channels**
- ◆ **Researching Content Ideas**
- ◆ **Defining Activity Plan**

Activity:

>> Action Plan Production



What will you be sharing about?

Why? For Whom? When? Where?



My Personal Brand Action Plan



My Personal Brand Goals

e.g. Thought Leadership, Talent Attraction, Investor Trust, Business Development...



My Target Audience

Who I am trying to influence. e.g. clients, employees, industry peers, investors... - What are their needs, interest or problems?



My Channels of Communication

Where is my audience?



My Activities – Content and Engagement Plan

Frequency	Action	Content Theme	Channel
<i>e.g. weekly, quarterly, monthly</i>	<i>e.g. producing an article, a post, engaging on LinkedIn, networking...</i>	<i>e.g. related to the audience interests and your positioning statement</i>	<i>e.g. Website, LinkedIn, event, industry association...</i>



What's Next





What's Next

Take Advantage of Your Personal Brand

GET YOUR COMMUNITY BEHIND YOU...

- ❑ **Set strong foundations for your personal brand**
Clarity, Consistency, Content, Connection
- ❑ **Explore and test activities**
To determine what works best for you and your audience
- ❑ **Have an accountability partner and a support team**
To make sure you deliver your plan
- ❑ **Review your personal brand regularly**
To measure impact and performance, and ensure consistency

...AND HAVE A MEANINGFUL IMPACT USING YOUR PERSONAL BRAND!



THANK YOU!



Let's Connect!



[Marion Di Benedetto](#)



marion@sierramarketing.com.au

If you have any questions,
or need further support for your business, contact us via:

SIERRAMARKETING.COM.AU

