

..... *your free e-book*

PERSONAL A *key* BRANDING to your *success*



- >> *15 pages of advices & tips*
- >> *12 inspiring quotes of successful artists*
- >> *All in 1 place*

Yasmine M.

Nowadays, notably with the boom of social medias, the human being is in the center of everything more than ever.

Whether you are looking for a job, or you are an entrepreneur or a freelancer, you need to learn how to sell yourself. This is called « Personal Branding ».

Personal branding exists for a long time but became more popular due to the rise of social medias such as Facebook, Twitter and Instagram.

Even for those who don't work in Advertising or Marketing, « Branding » is more usual : logotype, (visual) guidelines, online and offline campaigns, TV Commercials, etc.

But what about «Personal Branding»? What is it ?

Basically, it equals your reputation. It represents what you're known for and how you are seen and considered by others. In other words, it's about introducing yourself as an individual with something to offer to an audience, to people.

And it will help you express what you do, why, for who and the way you do it. And all that without this being necessary for you to have a discussion with anybody – mainly thanks to Internet !

>> You can have amazing opportunities when your brand is clear, consistent & coherent <<

When it comes to personal branding, we often use Kim Kardashian as an example. But she's far from being the only one : every public figure practices personal branding. But it is not just for celebrities. Whatever you do for a living, you need to know how to sell yourself : it could be to find a job, to make connections, to find love, etc.

As an individual, we don't sell ourselves the same way we sell a brand, a product or a service. Because we are the « product », the brand and we offer the service. We are the providers. But there are some tools and rules coming from the classic form of branding that we can use and tailor. That's what I do through my blog and this e-book.

Exposing ourselves is not always easy to do but unavoidable nowadays. It requires confidence as well as a good level of self-worth.

Of course, the level of exposure you need depends on your objectives. For instance : if you're looking for a job as a sound mixer, you won't need to expose yourself as much as someone who wants to be a singer. The second one will need to reinforce his(her) online presence and be more careful about his(her) online and offline reputation as he(she) is likely to become a public figure.

In this e-book, I will share with you steps to establish your personal branding and some advices and tips to help you sell yourself in person, on paper and online – whatever your goals are.

These steps and advices are applied by every successful individual and you can be one of them.

You will also find some inspirational quotes from artists to illustrate them.

Hope you'll enjoy it.

Jasmine M.



ABOUT ME

*I'm a multifaceted creative & music lover. I created **Sweet Madness** to connect with people and share my opinion on artists, albums & songs with a unique look as well as giving some communication tips & more.*

You can read more about me by clicking [here](#).

Part One

The foundation of your personal brand

To lay the foundations of your personal brand that will help you live the life of your dreams, you need to be clear about who you are and what you want.

It's the toughest part because you need to dig deep inside you. It takes time and asks clarity as well as motivation and commitment.

Step 1 Determine your definition of success

Everyone has his own interpretation of success. It doesn't only concern money but every aspect of your life such as health, relationships, family, etc.

You need to define what success is to you. In other words, what happiness is to you.



I refuse to accept other people's ideas of happiness for me. As if there's a one size fits all standard for happiness.

– Kanye West

Step 2 Define your dream(s)

You need to **know exactly what you want, what your goals are.**

If your desires are not clear yet, take some time to list your hobbies and passions. This will help you find what makes you happy.

As clarity is essential, take some time to note and visualize your objectives.

Step 3 Know who you are

Working on your personal branding gives you the opportunity **to learn more about yourself.** And this is amazing !

You need to :

- know why you want to develop your personal branding ;
- acknowledge your talents, skills and strengths ;
- identify your weaknesses.

It will help you clarify your vision as well as identify what serves your purposes or not. About weaknesses, there's nothing wrong about it. You can find a way to outsource them to someone else or overcome them if you can and if you want to !

Step 4 Remember your values

Knowing your values is important. **It can help you make decisions that are right for you.** You can ask yourself this question : « Is it in line with my values ? »

A positive answer means you'll save your energy as you'll avoid unnecessary stress and conflict within yourself and with others.

Being in line with who you are, the things you do and how you do them is powerful and can lead you to success.

Step 5 Face your fears

We all do have fears. There's nothing to be ashamed of, we are human after all. So please, don't be hard with yourself. But most of all, **be honest with yourself**.

Fears can be toxic to your dreams as they can unconsciously sabotage yourself from achieving your goals. **Knowing and facing your fears increase self-confidence and help you make progress.**



Feel the fear and do it anyway. – James Arthur



Step 6 Follow your passions

Passions create an important source of enthusiasm, just like dreams. **When you do something you're passionate about, you increase your level of commitment.** Then, you're more likely to carry on pursuing your objectives no matter what happens.

It can also create a snowball effect : people around you could be inspired by you and choose to follow their passions, just like you. That would be great, right ?



I love what I do, and when I don't love what I do, I'll make a change. – Katy Perry

Step 7 Invest in yourself

Once you have defined your goals, talents, strengths, weaknesses,... You have to identify what you need to learn or improve and... do it ! This is the only way to success, no matter what your objectives are.

The world we live in evolves very quickly. We need to stay up-to-date. It doesn't mean you need to know everything. No one can. But learn the things you are interested in and that can help you achieve your goals.

Step 8 Determine your purpose

Basically, **your purpose is the vision within yourself of what you would like to achieve.** The big picture of your life. How you see it, how you want it to be.

To find the answer, you need to :

- work on yourself, explore your soul ;
- visualize the future you dream of, including what you want to experience and accomplish in your life ;
- think also about the impact you could have on people you know and those you may never meet.

Our purpose becomes clearer with time. It does because we learn to know ourselves everyday a bit more. And nobody else but you can discover and define your purpose.

Step 9 Trust yourself

You need to trust yourself and follow your intuition. Most of the time, your intuition is right. **Learn to listen to your inner voice and believe in yourself.** You're the only one who knows what makes you happy, what you really want and who you really are.



I've learned to trust myself, to listen to truth, to not be afraid of it and to not try and hide it. – Sarah McLachlan



Step 10 Give (back)

If you want to receive, you need to give first. It is one of the laws of the Universe or God.

First, it says a lot about you, even more than you think. And then, the Universe or God always gives back. Always. You can call it karma. And what you get in return can take different shapes.

So even if you feel like you're giving and receiving nothing in return, be patient. The magic will happen sooner or later.

You need to give people value, to bring something to them. Something positive, that could help them.

Giving back is inspiring and empowering for you and others. It notably shows your values, passions and purpose and also creates opportunities. Well, it is positive !

You are free to choose what, how and why you want to give back. It can be to demonstrate a strength, use your passions, learn something new, align to your values, etc.

Part Two

Advices & tips : in person, on paper & online

In this second part, I share with you tips and advices that can be applied in different situations both online and in person.

Some of these information can be used now as it requires less time for introspection but action.

Tip 1 Privacy versus Exposure

You have the freedom to share anything you want with anyone. People you know and people you don't know.

If you want to talk about your family, friends, love life, hobbies, problems, and so on, it is up to you. Just make sure that people you talk about agree to be exposed. Some may not want to – especially on social medias, please respect it.

If you hesitate about your own limits, ask yourself these questions :

- What do I want to share with people?
- How much of myself, of my life am I willing to share?
- How would I react if someone shares something personal without asking me first?

There is no good or bad answers to these questions. You are free to share what you want to. **Just remember that whatever you share online is going to stay on the Internet even if you delete the content later.** It is easy to copy or repost photos, videos,...



After a while you learn that privacy is something you can sell, but you can't buy it back. – Bob Dylan

Tip 2 Your reputation

No matter what your objectives are, it is important **to think about what the things you say or do, can say (or not say) about you.**

Of course, we have no control over what people think about us, about what we do and that's fine. Everyone is entitled to his opinion. But, as said about privacy and exposure, you can still choose what you want to share online and in person.

You need to keep in mind that everything has consequences, good or bad. What you say and do can affect your reputation in two ways: positively and negatively. **Think twice.**



The important thing is to realize that no matter what people's opinions may be, they're only just that – people's opinions. You have to believe in your heart what you know to be true about yourself. And let that be that. – Mary J. Blige



Tip 3 Assume your responsibilities

We all make mistakes. It is possible that you have online traces of things you're not proud of and that you can't get rid of. No big deal. Accept it, forgive yourself and move on. **Don't let these mistakes stop you from achieving your goals.**



“ *It's nice to look back on your life and see things as lessons, and not regrets.* – Rihanna

Tip 4 Your personality

Stay yourself ! That's really important and the only way for you to stand out. You are unique and amazing, do not try to copy someone else. Genuineness, everyone loves that ! And we need more of it.

“ *Thankfully my mother taught me that being different was a good thing... that being different meant you could actually make a difference.* – Justin Timberlake



Tip 5 Ignore negativity

Sooner or later, you'll have negative comments – online, from relatives, friends, colleagues, ... It is your choice to give them credit or not. If you choose to, keep in mind that **it will bring nothing else but negativity, anxiety, stress and doubts.**

You don't need it. **You should ignore negativity but embrace constructive criticism.**



“ *You can't count on your self-worth being tied to someone else.* – Kelly Clarkson

Tip 6 Think about yourself as a product to sell

I know it can sound weird but when you make the decision to put yourself out there, no

matter the goal, there's a reason for it !

Then, you need to align your strategies to your objectives.

If you don't know how or what to do, make some research to see what other people having similar profiles do and analyse it. It will help you build your own plans.

Do not copy others ! Would you buy a copy when you can get the original ? No one would.

You can inspire yourself and then, create your own style. You should stay true to yourself and only do things you feel comfortable with.



If your goal is to look like someone else, everybody is going to end up looking the same. – Anne-Marie



Tip 7 Your profile photo

Choose a photo you like. A picture that reflects you, your personality and/or what you want to say about you. But, do not retouch it or at least, not to much. Be as natural as possible.

Avoid selfies, it is not professional. Same about cropped photos of you at a party or whatever. Even if you look great on it !

Ask a friend to take a photo of you, use a tripod or put your camera on a shelf or something. If you know a professional photographer, then great ! Ask him/her !

You can use a neutral background but it is not mandatory. You can take a portrait in a park, in the street,... Wherever you feel great and inspired. Do not be afraid of being original.

The type of photo to use depends on your sector, the medium and the purpose. You may need to use a classic ID photo in some case as for your CV for instance. Be careful about this.

Tip 8 Network

I don't think I need to tell you how important networking is. **One meeting can change your life both professionally and personally.** It can help you find a job, start a career but it can also help you grow, find support,...

Networking is about making and building relationships – that are necessary in all aspects

of your life. So if you can take part in events, make partnerships,... just do it ! You can also use social medias and Internet to connect with people. Despite this it is always best to meet in person.

If you're taking part in a special event, a career fair or else, **you can prepare yourself.** Do some research to know who will be there. It will help you know who you want to meet and then, look for info about them. Being prepared helps avoid unnecessary stress, helps along to start a conversation and builds connections.

Do not be scared to meet people and talk with them in any situation. Show them interest. You can be surprised. **A person knows a lot of people and among them, she may have that special someone who can help you. Keep in mind that you can also be the contact someone's looking for.**



You can't knock on opportunity's door and not be ready.

– Bruno Mars

Tip 9 Use the appropriate tools

The tools and the way to use them change from a person to another, from a goal to another.

For instance : you're a singer and you would like to be signed. Are you going to send a classic CV to labels ? Of course not ! That wouldn't make sense.

Think about different tools you can use. Hopefully, there is a lot of easy and free tools and tutorials at your disposal.

Tip 10 Introduce yourself

When you meet someone in person or send an e-mail, you need to :

- leave a positive first impression ;
- let the person know quickly who you are, what you want, what value you bring ;
- arouse their curiosity.

But it needs to be brief ! People like to know right away what it is all about. **Go straight to the point and talk about what you think is essential for them to know about you.**

Of course, your speech varies according to the situation, the medium you use and your motivations.

Tip 11 Delegate

It happens that you don't have time or have difficulties using certain softwares or do certain things as video editing or graphic design. **Instead of wasting your time and energy, you must learn to delegate.**

Ask a friend or hire someone to help you. There's nothing wrong about that at all. Your friends would be happy to help you. If you hire, you will help someone who needs money, which is great ! It's also a way to make new connections.

Icing on the cake : you'll have good results, you'll be saving time and able to work on something else !

Tip 12 Be persistent & stay focus

Achieving our goals takes time. It is important to be patient, persistent and focused. As long as you know what you want, who you are and where you want to be, success will come.



The roughest road often leads to the top. – Christina Aguilera



Extra tips

Because you worth it...

- **Your e-mail address should be simple.** It can be composed with your first and last name for instance. You can also use an e-mail address linked to your website or blog if you have one. **Keep it simple and professional.** Of course, this address needs to be used and checked on a daily basis. Otherwise, you could miss an opportunity.
- If you don't already have one, **add a signature to your e-mail body.** To create it, go on the settings of your e-mail box. Your signature should contain your contact info : first name, last name, (job) title, phone number, website or blog, social medias (optional).
- **I highly recommend to have business cards !** It can be really useful and help along when you meet someone. Make sure to have a few of them with you everywhere you go.

Here are the info your business card needs to contain :

- Your first and last name ;
- (job) title ;
- e-mail address ;
- phone number ;
- website or blog ;
- social medias (optional).

If you own or work for a company, it should be on your business card. Same about a logotype.

About the design : I recommend to ask a graphic designer to create a tailor-made card. If you can't afford it, you can go on specific websites such as Vistaprint or Moo to start.

If SO, it is best to use a very simple design and avoid the most popular ones. It won't help you to stand out. And **make sure it is coherent with who you are and what you do.**



Independence comes from you knowing who you are and you being happy with yourself. – Beyonce

Thank you for downloading and reading this free e-book. I hope you enjoyed it, that it has inspired you and that **it will help you on your way to your goals.**

I sincerely believe you can live your dream life. We all can.

This is the beginning, **I will continue to share advices and more on my blog.** Please feel free to contact me by **e-mail** if you have any questions, any suggestions or if you need help.

I would love to have your feedback about this e-book. Please, go on **Sweet Madness** to leave a comment, it would be truly appreciated.

Thanks again, I wish you the best and see you soon !

Jasmine M.



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