



SWAGGER & STORYTELLING

Your All-in-One Guide
to Personal Branding

You Are Your Brand

Personal branding is more than just a business buzzword. You're more than your job title, and it's time to spread the word!

Crafting a personal brand is all about celebrating your unique journey. Beyond what you do -what hurdles you've overcome, what motivates you, and what victories you've won - create a **one-of-a-kind story** that only YOU can speak to. It's time to start telling the world about it!

Whether you're an executive, emerging leader, or entrepreneur, your personal brand should be an expansive view of who you are as a person. If you're in the midst of a transition or pivot, don't feel limited by who you are today—instead boldly create an aspirational view of where you're heading. Your value isn't just about what you've achieved so far, but also what propels the ambition that will help you crush your future goals!

Having a strong brand story doesn't just affect you professionally— it can also impact you personally. When you achieve work-life harmony by sparking your professional passions, it will help you fire up your personal well-being so you can achieve multiple streams of wealth and joy.



Take all of these factors into consideration as you begin to craft your unique narrative. Emotion and authenticity are key to telling a story people will LOVE, so keep it real and don't overthink it!

Every Storyteller Needs an *Audience*

What's a story without someone to listen to it? You've got to go beyond your bio and craft a story that will reel your audience in. Stop thinking inside the box and mimicking what you see other people doing. Now's the time to embrace creativity and lead with your own swagger!

Consider it this way—not everyone loves romantic comedies or action flicks. The same goes for your own story! You've got to make sure that you're putting all the right pieces together so it captures the hearts and minds of your ideal audience.



For Entrepreneurs

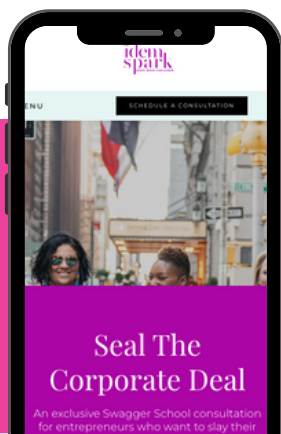
As an entrepreneur, people aren't just buying your product—they're buying your story. You're as much a part of your brand as your product or service, so you've got to be sure to put the same care and attention into developing it.

Having a strong personal brand is the key factor to making sure you avoid "blending in on the shelf" and allows you to stand out from your competitors. It's what makes you memorable! And the best part? Your personal brand creates a strong foundation for creating your next powerhouse pitch, so you're already halfway there.



For Corporate Executives

Even though you don't own your own biz, as a corporate executive, you're the face of the company and your team. When you achieve success, you can't just fly under the radar. You've got to step into the spotlight and own your authenticity. The success of the org rests on your ability to connect, engage, and influence your customers and colleagues! As a visible leader, people look to you for inspiration and motivation. They want to know more about the leaders behind the brand and want an authentic look at your values. Add the human element to your next big conference by sharing who you really are instead of being just another business card.



**Are you an entrepreneur
looking to slay your B2B sales?**

Learn more about our Seal the
Corporate Deal 10-Week program.

YES! TAKE ME THERE

YOU Are the Author of Your Own Story!

The most important thing to remember when you are networking with the best of 'em, is that a **PITCH** is simply a conversation. When done well, it can elevate your income, influence and impact from day one simply by fully owning the power of your unique story.

P

PURPOSE

Define your powerful WHY. Focus on what drives you, what fuels your passion, and your ultimate goals. It could be as small as making something in your daily life easier or a grand and philanthropic pursuit like changing the world. There's no wrong answer—it's just important to tap into your personal mission.

I

IDENTITY

Don't be who you think people want you to be—it's time to **lead with who you REALLY are**. Embrace your quirks, highlight your strengths, and lead with your swagger. After all, you are the face of your personal brand, so you've got to make sure to show up in a way that honors your unique identity!

TTARGET
AUDIENCE

Figure out exactly who you're trying to reach. Take a moment to envision your target audience are so you can move forward with a clear focus. If you're an entrepreneur, it may be your customers. If you're a corporate executive, your audience could be your leadership, your board, or your team. Whomever you're trying to connect with, be sure you always keep them in mind when you're developing your personal brand story.

CCORE
VALUES

Authenticity is arguably the most important part of personal branding. So you've got to make sure you **stay true to your values at every turn**. Instead of keeping up with the Joneses or doing something because everyone else is doing it, you've got to stay true to Y-O-U. People will see through anything else! Pick three to five core values that you use to live by and integrate them into your brand for a synergistic effect.

HHIGHLIGHT
REEL.

From awards and accolades to speaking engagements to challenges you've overcome, part of personal branding is bragging (just a little!). You've got to **champion your own successes so people know** that you don't just talk the talk—you also walk the walk. This is not a time to be bashful—it's your time to shine by fully showcasing the impact you are making in the world.

Swag Sheet

Use our Swag Sheet to figure out how to define your personal brand, and you'll go from forgettable to front page news!



This is your moment to be memorable.

What is your WHY? Reflect on what drives you, fuels your passions and inspires you to reach your wildest ambitions each day. Write down 3 goals that can help inform your personal mission statement.



This is your moment to be marketable

What do you want to be known for? Ditch the titles and lead with what makes you uniquely YOU. Write down 3-5 aspects of your identity, background and lived experiences that differentiate you.

Swag Sheet

Use our Swag Sheet to brainstorm new ways to connect with your personal story so that you can take your audience from cold contacts to raving fans!

**T**TARGET
AUDIENCE

This is your moment to be relatable.

Who is your dream audience? Focus on what matters most to them. Write down 3 characteristics of who you want to reach so you can make more meaningful connections with your desired contacts.

**C**CORE
VALUES

This is your moment to be unstoppable.

What do you stand for? Pick three to five core values that you live by and list them below so that you can honor them within your personal brand stories to attract well aligned opportunities.

**H**HIGHLIGHT
REEL

This is your moment to be credible.

Why are you the go-to person to solve a particular problem? Share your wins to gain trust, build authority and showcase impact. List the top 3 awards, accolades, results, or challenges you've overcome.

Swagger Story

Put the elements of your P.I.T.C.H. together by drafting a sizzling swagger story that can be used to unlock new opportunities!

Ready to shake things up at a boring mixer? Here's how to take your next intro from drab to fab! Instead of leading with what you do, open with your powerful why. Then share your unique identity and the ways in which you serve your audience.

By creating natural connection points throughout your story you can build relationships more organically. Next, include one or two of your core values so that you can find like-minded folks who share your purpose and passions!

Finally, pack it with a wow by closing out with one or two examples of the impact you've made in the world. Draft a personal bio below that'll help you slay your next big pitch:

After you've nailed your PITCH, you'll have all the ingredients you need to create your special sauce. From there, it's just a matter of refining your story, practicing it and leveraging it at every opportunity so people start instantly recognizing your swagger.

Your Pitch IRL

Now that you've nailed your pitch, it's time to test it out! From marketing your small biz to corporate networking events, there are nearly endless ways you can leverage your own story to make your mark.



Use it as an elevator pitch at your next networking event or at a backyard BBQ.



Add it to your LinkedIn profile to stand out from other people with similar background.



Use it in your next pitch for a dream client, big presentation or career opportunity.



Make it your answer when asked "Tell us about yourself," in a media or job interview.

Test different iterations of the pitch until you find what feels best.

Maybe certain words or phrases are resonating more, or swapping the order of some of your anecdotes. Don't be afraid to experiment **until you feel 100% satisfied.**

The Real Deal

In case you haven't noticed by now, you are kind of a big deal! But if you're not used to being in the spotlight or taking up space in a big room, then boosting your personal brand and visibility may stir up a little bit of imposter syndrome. Instead of hiding in plain sight or shrinking from your ambition try these tips to fully own your expertise.

Review your "kudos" folder - those old emails where a colleague or client said you did an amazing job - or ask friends and family what are the traits that come to mind when they think of you. That way, you can amplify your voice and accurately honor your full impact.

▶ NEED EXTRA HELP?

Feel like your
brand story isn't
quite cutting it?

If you're ready to amplify your impact, we're here to help! Host a Swagger School event at your organization and receive a complimentary 1:1 Swagger Sesh to polish your pitch. Schedule a consult call now!

[YES! WORK WITH ANNIEDI](#)