

FREE RESOURCE



PERSONAL BRANDING

MASTERING **PERSONAL BRANDING**

In 5 Steps



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BEFORE WE START...

Hi, I'm excited that you have downloaded this template. Creating your brand statement and tell the world who you are, what you stand for and what you can bring to the table is key for your success. This template will help you be in full control of your personal brand.

This is perfect if you don't have an establish brand yet - in the office or on social media.

Wish you all the best.

Maria



MASTER PERSONAL BRANDING





BONUS 1

Strategies to build **Credibility and Visibility**

✓ Leverage your expertise

- Share insights or tips within your niche through blogs, podcasts, or social media.
- Speak at industry events or host webinars to showcase your knowledge.

✓ Build a portfolio of wins

- Document success stories, testimonials, and client case studies.
- Create a dedicated section on your website to showcase your achievements.

✓ Network Intentionally

- Attend events and connect with peers and mentors who align with your goals.
- Follow up with meaningful conversations and personalized value.

✓ Collaborate Strategically

- Partner with complementary businesses or influencers to expand your reach.
- Participate in joint ventures, cross-promotions, or guest blogging.

✓ Be Consistent

- Regularly update your LinkedIn, website, and social media with fresh, relevant content.
- Use consistent visuals, tone, and messaging across all platforms to strengthen brand recall.

The Dos and Don'ts Authentic Online Presence



Be transparent

Share your values, journey, and purpose to connect authentically with your audience.

Engage your audience

Respond to comments, answer questions, and create a sense of community.

Showcase your personality

Let your unique style, humor, or quirks shine to build relatability.

Use high-quality visuals

Invest in professional images and designs that reflect your brand.

Be consistent across platforms

Maintain the same voice, colors, and style in every interaction.



Overpromise

Avoid exaggerating skills, results, or abilities. Stay genuine.

Copy others

Stand out by being original rather than mimicking competitors.

Ignore negative feedback

Address concerns professionally instead of deleting or ignoring them.

Post inconsistently

Long gaps in posts can reduce engagement and credibility.

Focus only on selling

Offer value through educational or entertaining content, not just promotions.

READY TO BUILD A BRAND TO ACCELERATE YOUR CAREER?

Book a free strategy call at
www.mariawandelstam.com

Executive Coaching for
professionals and teams



*I don't do cheerleading.
I help professionals get results by treating their career
and rebrand like a business strategy, not a hobby.*

:) Maria