



The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE EIGHT

Building a Personal Brand

WHAT A “STRONG PERSONAL BRAND” ACTUALLY MEANS

FINDING & OWNING YOUR VOICE

CREATING CONNECTION (NOT JUST CONTENT)

SHOWING UP WITH CONFIDENCE

CONTENT EXAMPLES FOR SMMS & BRAND DESIGNERS

What a “Strong Personal Brand” Actually Means

A PERSONAL BRAND ISN'T ABOUT BEING AN INFLUENCER.

A personal brand is simply:

Personal branding is the intentional process of showing your skills, value, and personality so people recognise and remember you.

When someone lands on your page, they should quickly understand:

- what you do
- how you think
- what you care about
- what makes you different

Key parts of a strong personal brand:

Authenticity: Be clear on who you are, what you care about, and what you're good at.

Your Story: Share your experiences, opinions, and journey in a way that shows your unique perspective.

Consistency: Show up with a similar voice, style, and message across all platforms so people recognise and trust you.

Visibility: Put your work and ideas out there regularly so the right people can find you.

Personal Branding is made from 3 core parts:

1. Clarity

People should understand what space you're in.

For example:

- social media strategy
- brand design
- content creation
- creative business

You don't need to niche extremely hard, but people should understand what you do.

2. Consistency

Consistency isn't just about posting regularly.

It's about:

- your tone
- your opinions
- your style of content (branding)
- the themes you talk about

When people follow you, they should know what they're going to get.

3. Memorability

The strongest personal brands are recognisable. And interestingly, this often comes from small details.

For example:

- words you always use ("lovely" "girl")
- emojis you use often (like 🧡)
- phrases you repeat
- how you start or end your posts

These little things make you memorable.

Someone might read a post and think:

"This sounds like her."

And that's when your personal brand starts working.

Finding & Owning Your Voice

YOUR VOICE IS HOW YOUR PERSONALITY COMES THROUGH IN YOUR CONTENT.

And the biggest mistake people make here is trying to sound too professional (unless that is your brand).

The best personal brands write like they're texting a friend.

Simple. Natural. Easy to read.

Instead of writing like a brand:

“Leveraging storytelling in your content strategy...”

Write like a person:

“Storytelling is honestly the thing that makes content work.”

People don't connect with polished language or industry jargon.

They connect with real people.

LET'S COMPARE MY 2 BRANDS...

Branding Studio (Premium Offer)

Tone:

- more polished
- more premium
- more strategic

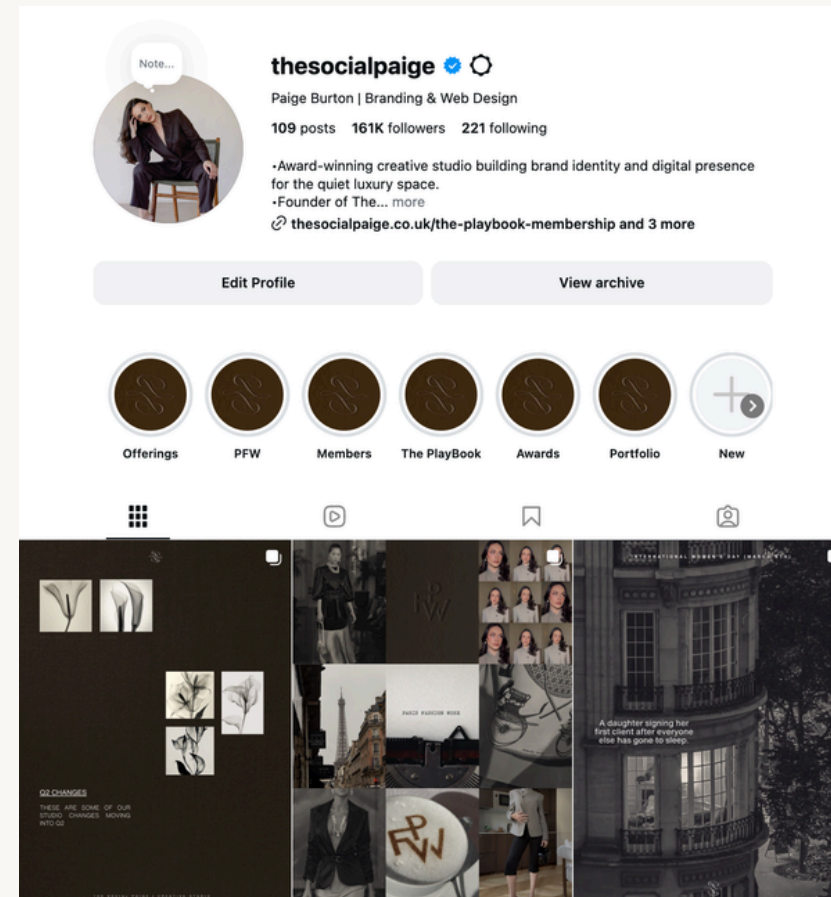
Content might focus on:

- expertise
- insights
- client work
- design thinking

You still show your face.

You still speak personally.

But the positioning reflects the level of service.



Membership / Community (Accessible Offer)

Tone:

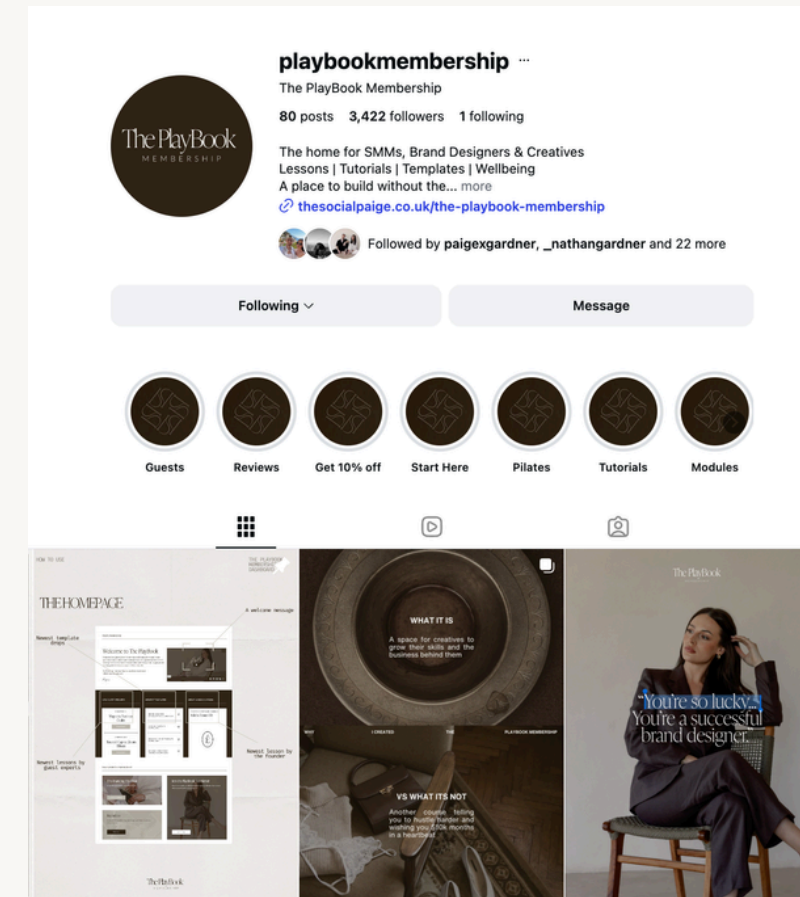
- more relaxed
- more humorous
- more behind-the-scenes
- more personality

Content might include:

- jokes about freelancing
- relatable moments
- casual chats
- community conversations

Same person.

Different brand environment.



Why This Matters for Positioning...

Your audience affects your tone.

When your offer becomes more premium, your content often shifts to reflect:

- **higher expertise**
- **stronger authority**
- **clearer positioning**

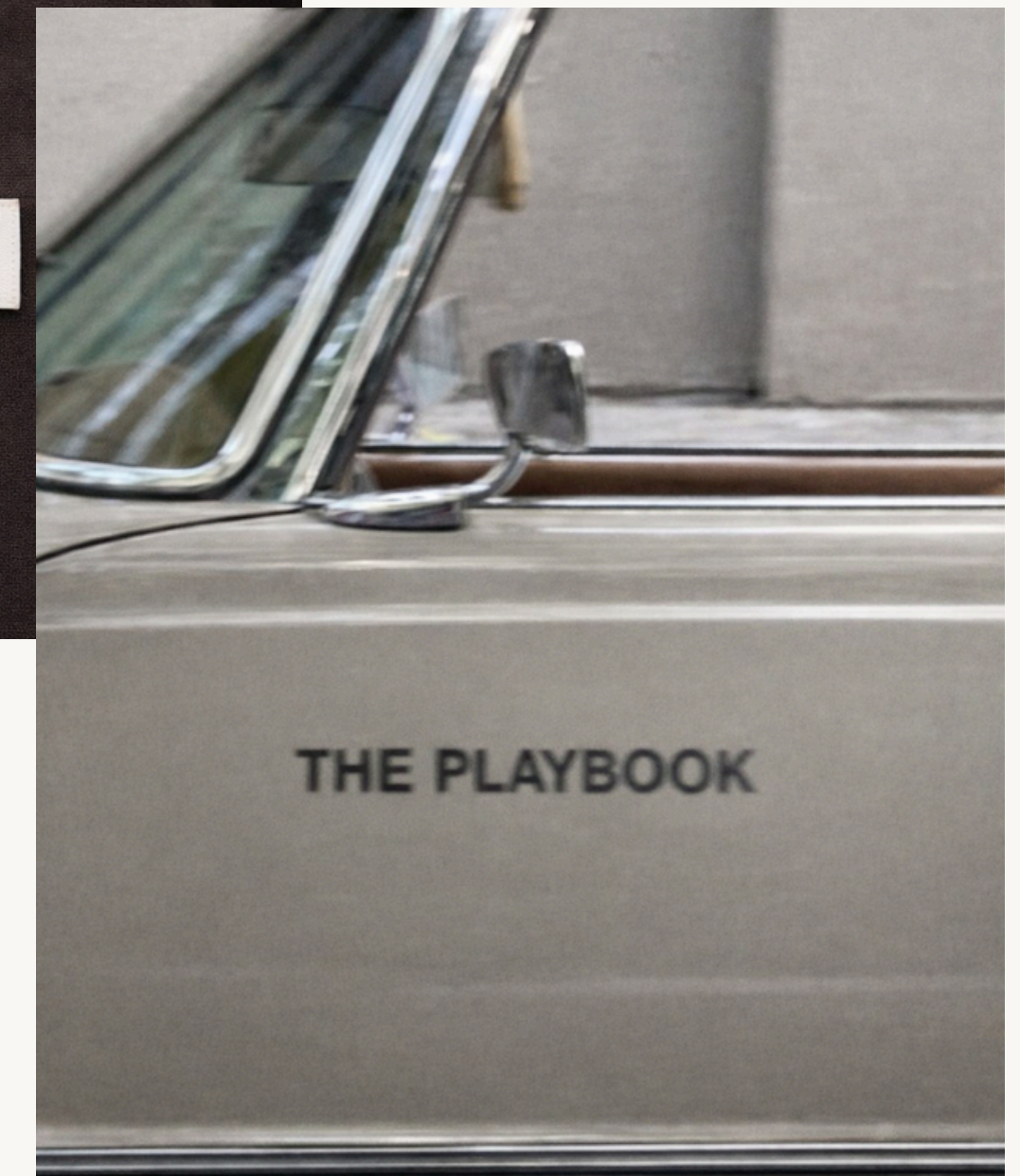
Because premium clients are buying confidence and clarity.

Meanwhile a more affordable space thrives on:

- **relatability**
- **personality**
- **humour**
- **connection**

Both are authentic.

They're just strategically different environments.



Your Tone is Part of Your Brand

Your tone becomes part of your identity.

Ask yourself:

Are you...

- calm & thoughtful
- humourous & playful
- educational & clear
- warm & conversational

Your tone should feel natural to you, not forced.

Because the goal of personal branding is not to perform.

It's to communicate like yourself. (Just maybe different parts of yourself depending on your audience).

Signature Details Build Recognition

Little habits in your writing can become part of your brand.

For example:

- using certain emojis regularly
- always starting captions in a certain way
- repeating words like “lovely”, “honestly”, or “I always say this...”

These small patterns build familiarity with your audience.

Creating Connection

(NOT JUST CONTENT)

One of the biggest mindset shifts:

You're not building an audience.

You're building a community.

Community happens when people feel:

- seen
- included
- acknowledged

And a lot of this comes from how you interact with people, not just what you post.

Comments & DMs Matter

Replying to comments and DMs builds real relationships.

People remember creators who respond to them.

Even small replies like:

“Ah I love this point.”

or

“That’s such a good question.”

make people feel valued.

And when people feel valued, they become loyal followers.

People **WANT** to feel **SEEN**.

Ask Questions Often

Connection grows through conversation.

Examples:

- polls on stories
- “Curious what you think about this”
- “Does anyone else struggle with this?”

It invites your audience into the conversation. You’re opening the door, inviting them into your space.

Write Hooks like you're talking to one person.

Writing your content like you're talking to one person instead of the entire platform feels more personal.

-If your posts are getting likes but no enquiries, this could be why.

-If you never know what to post on Instagram, here's why

-How you can improve your messaging

A very simple hook formula is:

If you feel [problem], this is for you.

Instagram Stories Build the Human Layer

Your feed shows your expertise.

Stories show your life.

Stories are where people feel like they actually know you.

A good rule of thumb:

60–70% personal life

30–40% business

Personal story ideas:

- your morning coffee
- walks or gym
- what you're reading
- skincare routines
- travel moments
- little life updates

Business stories:

- behind-the-scenes of work
- client wins
- content insights
- sharing your posts

This mix keeps your brand human and relatable.

Showing Up With Confidence

THE PERSONAL PILLAR METHOD

A lot of people hesitate to build a personal brand because they think:

“I don’t know what to post.” OR “What if they’ll judge me.”

But most of the time, the answer is simple.

Your content comes from your life.

Not just your work.

AND...

WHO CARES. The block button is there for a reason.

THE PERSONAL PILLAR FORMULA

This will help you to know what personal content to post to build that personal brand.

Step 1: Write About Yourself

Start with a short paragraph about your life outside of work.

What do you enjoy?

What routines do you have?

What energises you?

Write 3–4 sentences describing hobbies, routines, and interests that make up your everyday life.

For example:

- reading every morning
- gym routines
- skincare
- coffee dates
- travelling
- fashion

These things humanise your brand.

THE PERSONAL PILLAR FORMULA

This will help you to know what personal content to post to build that personal brand.

Step 2: Identify Key Personal Elements

Next, pull 4–5 keywords from your paragraph. These are things that represent you.

Examples:

- reader
- fitness lover
- skincare enthusiast
- coffee lover
- traveller

These become themes in your content.

THE PERSONAL PILLAR FORMULA

This will help you to know what personal content to post to build that personal brand.

Step 3: Turn Them Into Content Pillars

Now you convert those elements into repeatable content themes.

For example:

Reading pillar:

- book reviews
- “currently reading” stories
- book club discussions

Fitness pillar:

- gym routine snippets
- workout playlists
- fitness reflections

This is where content becomes easy and sustainable.

THE PERSONAL PILLAR FORMULA

This will help you to know what personal content to post to build that personal brand.

Step 4: Create Signature Series

One of the best ways to build recognisable content is creating repeatable series. Your template suggests choosing a style or action that repeats in your content.

Examples:

- a weekly reading update
- a “Sunday reset” story series for skincare
- morning coffee affirmations
- gym check-ins

Series create familiarity and anticipation.

DO I NEED TO SHOW MY FACE?

I'd be lying if I said it doesn't help. How can someone get to know someone if they can't put a face to the name?

Set your self a goal to show up slowly on stories.

week 1: a selfie with text.

week 2: a selfie with text and a video showing you doing something (not speaking)

week 3: a selfie with text and a video of you talking on camera

week 4: a selfie with text, a video of you doing something, a video of you speaking

Content Examples for SMIMs & Brand Designers

SOME STYLE SERIES YOU CAN SHARE

YES THESE COUNT AS PERSONAL CONTENT BUT ALSO ALIGN WITH BUSINESS

Process Content

People love seeing how you do things.

Examples:

- how you plan content
- your brand design process
- how you brainstorm ideas

Sharing the how, not just the result, builds trust.

Journey Content

Share what you're learning.

Examples:

- lessons from freelancing
- things that surprised you in your industry
- mistakes you've made

This builds relatability.

Community Content

Invite people into your conversation.

Examples:

- polls
- Q&As
- sharing follower responses
- replying to comments

This turns followers into participants.

**THEN YOU HAVE THE
OBVIOUS PERSONAL
CONTENT**



Personal Content

This is where your personal pillars come in.

Examples:

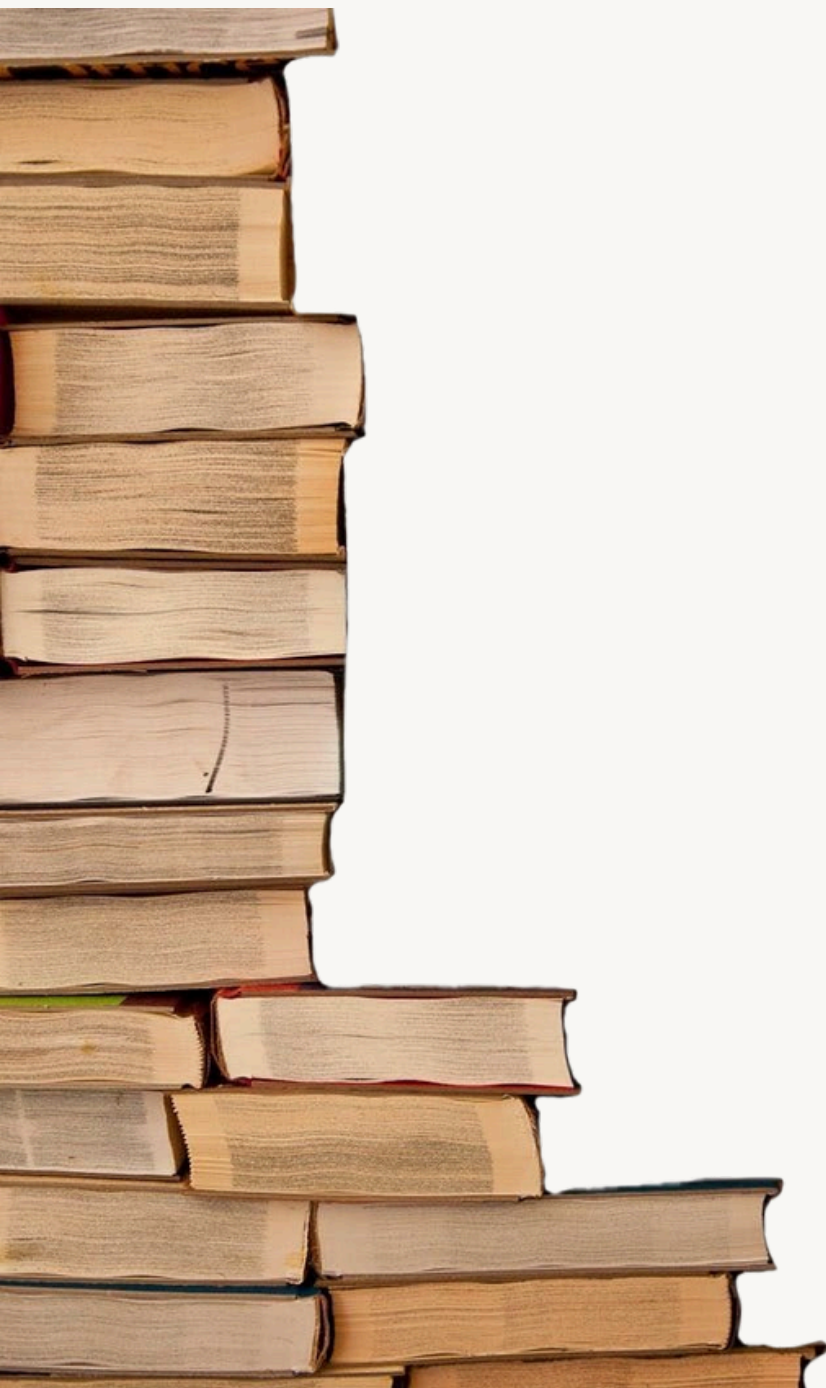
- reading updates
- fitness routines
- skincare favourites
- fashion inspiration
- daily coffee moments

Pick 1–2 personal interests that naturally fit into your life.

“Oh she’s the girl obsessed with coffee!”

PERSONAL CONTENT SERIES

Examples: - reading updates - fitness routines - skincare favourites - fashion inspiration - daily coffee moments



Reading Series

If you enjoy reading, this is one of the easiest personal pillars.

Story ideas:

Friday Book Club

- share what you read that week
- quick rating out of 5
- favourite quote from the book
- ask followers if they've read it

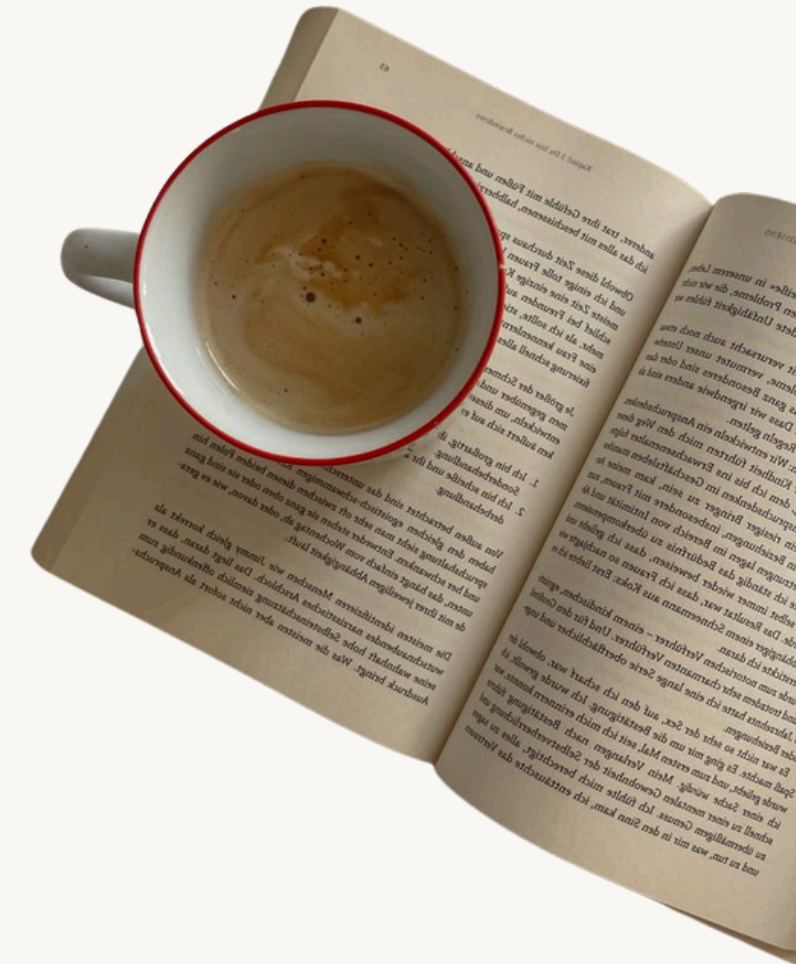
Currently Reading

- quick photo of the book
- a sentence about what you think so far

Book Recommendations

- "3 books I loved this month"

This creates BookTok-style content but for your stories.



PERSONAL CONTENT SERIES

Examples: - reading updates - fitness routines - skincare favourites - fashion inspiration - daily coffee moments

Fitness / Gym Series

Fitness content works really well because it's already part of many people's routine.

Story ideas:

Morning Gym Check-In

- quick selfie or mirror shot
- what workout you're doing

Workout of the Week

- share one exercise you're loving

Gym Thoughts

- little reflections while walking home from the gym

This type of content feels very natural and real.



PERSONAL CONTENT SERIES

Examples: - reading updates - fitness routines - skincare favourites - fashion inspiration - daily coffee moments

Skincare Series

Skincare is a great lifestyle pillar because people love recommendations.

Story ideas:

Skincare Sunday

- show your evening routine
- share one product you love

Product of the Week

- quick review of something you're using

Trying This This Week

- testing a new product and sharing updates

This creates soft lifestyle content that people enjoy watching.



PERSONAL CONTENT SERIES

Examples: - reading updates - fitness routines - skincare favourites - fashion inspiration - daily coffee moments



Fashion Series

Fashion works well because it's visual and easy to document.

Story ideas:

Outfit of the Day

- quick mirror outfit shot

What I Wore This Week

- 3 outfits from the week

Favourite Pieces

- sharing items you're loving lately
- Recapping fashion weeks

Fashion content helps your audience visualise your personality.



PERSONAL CONTENT SERIES

Examples: - reading updates - fitness routines - skincare favourites - fashion inspiration - daily coffee moments



Coffee / Daily Ritual Series

Small routines are some of the best personal content.

Story ideas:

Morning Coffee Check-In

- quick coffee shot
- “today’s plan”

Friday Coffee Chat

- sharing a thought or reflection from the week

Coffee Walk

- sharing a moment from your day

These tiny rituals make your audience feel like they’re following your daily life.



BUT PAIGE, THIS HAS NOTHING TO DO WITH BUSINESS?

Exactly.

People are EXHAUSTED.

They're tired of constantly being sold to or educated at, Told whats wrong vs right.

Adding your personal element to your content adds variety and reduces the noise.

It makes it easier to approach you because you're showing your personal side which people find comfort in.

It makes it easier to build conenctions...those connections can turn into clients.

I have signed plenty of clients that said "I just knew we would get along, I loved your personality."

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

1. Choose your goal

- What do you want your personal brand to help you achieve right now?

2. Identify your audience

- Who do you want your content to speak to?

3. Define your expertise

- What do you want to be known for?

4. Pick your personal pillars

- What 1–2 interests or parts of your life could you share alongside your work?

Examples: reading, fitness, skincare, fashion, travel, coffee.

5. Create one simple series

- What repeatable content idea could you start sharing?

Example: book reviews, gym check-ins, weekly tips, behind-the-scenes of work.





THE TEMPLATE VAULT

My recommended downloads for this module

Personal Pillar Template

It's time to find what you want to be known for...personally



Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: USING AI IN MARKETING