

Start up with
VANESSA



**What Is Your Personal
Brand?**

VSANTOS.CO



Welcome

Look at you taking control of your narrative! I'm excited to help you craft your personal brand statement with this simple 4-part formula.

A personal brand is more about what you do, it's about identifying the essence of who you are.

After completing the exercise in this workbook, you will be able to articulate what you're all about. So the next time someone asks "What Do You Do?", you have the perfect answer that truly represents what you stand for.

"A personal brand gives you clarity & confidence to connect with people in an authentic way."

-Vanessa Santos

What happens when you aren't clear on what makes you, you?

You may experience stress, anxiety, fear of not belonging, and even frustrated when it comes to putting yourself out there.

I can count the number of people on one hand that enjoy putting themselves out there. Truly. They don't shy away from the spotlight. They jump at the opportunity to share their gifts and what they are working on. What makes these people so different from the majority of the population who quivers when it's time to introduce themselves?

They know exactly who they are and that includes the parts about themselves that aren't so "perfect". They own it. They make no apologies for who they are.

How did they become so confident? They trust themselves. They know that regardless of the environment they are in, the people they are around, they trust that they will act in accordance to their inner guide, i.e. principles. As in, they won't bandwagon like a brand or a song just because the rest of the group does.

This isn't to say that they won't experience moments of stress or anxiety in their lifetime, however they will face those challenges with grace because they know who they are and what they have to offer.



Hug Yourself

I ask my clients to hug themselves at the end of our sessions. A hug to one-self is the recognition that you are loved, supported & guided.

Now I want you to give yourself a hug. I want you to write down all of your superpowers. All of the reasons why you are an awesome human. All the reasons why you will be successful. BTW, babysitting your siblings and keeping them alive is a skill. So yes, you can put that on here too. Don't hold back, I want you to let your light shine extra bright!

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02

What happens when someone doesn't understand what you're about?

Lack of understanding = Missed opportunities

- ✗ *People won't trust you*
- ✗ *They won't tell others about you or your business*
- ✗ *Great first impressions go a long way. If you aren't clear about who you are or what you can offer, it's unlikely they'll engage with you in the future*

Keep in mind your environment and your audience. Attention spans are limited and situations that require you to present yourself in sentence form doesn't allow for you to be long-winded.

When creating a personal brand statement, consider creating different versions for situations where you are asked to introduce yourself. A best practice is to keep it concise and share enough to prompt the listener to want to know more.

Put yourself in the listener's shoes. How long before you tune someone out? Sharing too many scattered thoughts will overwhelm your audience and lose their attention. Just because they are still looking at you doesn't mean they are absorbing what you say.



A thoughtful personal brand statement will engage your audience

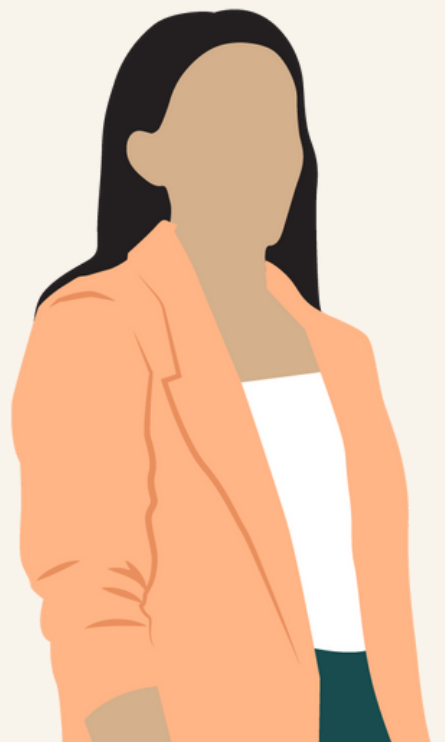
Why is a personal brand statement so important?

It explains your values, what you stand for, and how you come across to your audience.

Your personal brand statement is like a movie trailer. It captivates you, making you want to see it. How you tell your story and position yourself can lead you to your dream job, a new client, or at the very least, a thoughtful conversation. For a great movie trailer, it will lead to a box office hit.

"Great personal branding will differentiate you from others in your field and allow you to build trust with prospective colleagues, leaders, clients and partners."

Developing a personal brand may feel daunting, however, it's an important step in helping you define your abilities and priorities so that you have clarity and focus on the things that you enjoy the most.



Answering the question: "So, what do you do?"

If you don't have a personal statement, you may get caught off guard and default to saying something like "oh, um, I'm a designer".

That kind of response is a closed statement where you don't allow the opportunity for further engagement. You will also come off unsure of yourself making your listener feel awkward and thus lose their interest.

Try instead, "I'm a graphic illustrator and design logos for businesses. It's so much fun. I'm actually working on a new set of pre-built templates."

You described what you do and also showcased that you have a passion for it. Bonus, you subtly shared that you offer more services which could be appealing to the person you are speaking to.

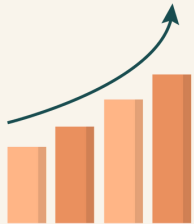
You have no obligation to be the same person you were a year, a month or even 15 minutes ago. You have the right to grow. No apologies. Use this handy workbook to reinvent or define what you have offer to the world. Be vulnerable, accept the weird and just be you.

-Vanessa Santos



The Formula

This 4-step process will guide you in developing a statement that truly reflects who you are and where you want to be. If you're a brand, it will help you establish what you have to offer and how your customers can benefit.



01 DESCRIPTIVE ADJECTIVE

Descriptive adjectives are words that describe specific qualities. Adjectives add more appeal to a word and sentence. Select words that describe your special quality. For example curious, passionate, energetic, resourceful, thought provoking.



02 YOUR UNIQUE TRAITS & STRENGTHS

In as few words as possible, state what makes you human, what you do or offer. Be sure to keep it short. For example "book nerd who writes poetry, website designer for service based businesses, author & speaker on human rights, balayage coloring expert, transformational wellness coach.



03 WHAT CAN YOU DELIVER?

Simply state what you have accomplished or what you are working towards accomplishing. Start with a strong verb. For example: "creatively capture your ideas to a physical product", or "expert wireframe consultant for startups", etc. This is essential if you are looking to pivot from where you are.

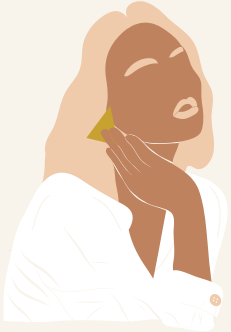


04 MEANINGFUL CLOSING

What do you want to be known for? Explain the positive effect of being part of your world, your work or speciality. For example: "With my styling services, I help my clients look like a million bucks without breaking the bank". "I see challenges as opportunities and love exploring the unknown."

Examples

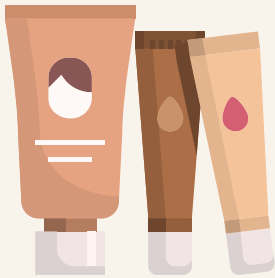
The below examples can serve for conversational purposes.



HIGHLIGHT YOUR ASPIRATIONS

I currently work at a fashion boutique in NYC styling clients for big events. While that work is exciting, my goal is to create a fashion line for women who want comfortable coordinated looks to help them look and feel their best.

On Social Media: Fashion Stylist & Wardrobe Curator



BRING ATTENTION TO YOUR SIDE-HUSTLE

I'm the go-to accountant at a startup. I was able to cut costs without letting go of any employees. I'm leveraging these skills to build a thoughtful business, as I'm currently developing my own brand of organic skincare products.

On Social Media: Good at numbers, even better at skincare. Beauty entrepreneur, organic skincare brand coming soon!



DIRECT APPROACH

I'm a strategic resume writer and help people find their dream jobs. Through my optimized keyword analysis, I help your resumes get noticed.

On Social Media: Passionate about helping people land their dream jobs. Ask me how!



STORYTELLING APPROACH

After years of working for a design agency, inspired by a trip to Cuba, I took a leap of faith and started my own design firm. Through my creative and modern use of bright designs, I've helped dozens of businesses expand their visibility and reach a wider audience.

On Social Media: Founder of True Colors Agency. A design firm helping you share emotions through impactful design.



Your Turn

THE HARDEST PART OF WRITING A PERSONAL BRAND STATEMENT IS GETTING OUT OF YOUR OWN HEAD.

HERE ARE SOME TIPS TO HELP YOU WITH THE FORMULA:

01

Be present and clear your mind. Close your eyes for 30 seconds, breathe in positive energy and breathe out the anxiety that comes with putting yourself under the microscope.

02

Be willing to experiment and ask yourself the formula questions.

03

Acknowledge your strengths. What are you good at? What brings you joy? Drink your own kool-aid and hug yourself.

04

Be vulnerable. Many times we get so caught up with the day-to-day just to earn that steady paycheck that we lose sight of what fulfills us.



Best Practices

Keep your statement to 2-3 sentences or at the very least no longer than 35 seconds to articulate.

Using too many catch phrases will confuse your audience and thus lose their interest.

Fear and discomfort has no business in your business!

Capturing your personal brand elements

01 DESCRIPTIVE ADJECTIVES

02 YOUR STRENGTHS

03 WHAT DO YOU WANT TO ACCOMPLISH? OR WHAT DO YOU OFFER?

04 WHAT DO YOU WANT TO BE REMEMBERED FOR?

Put it together



More examples created for clients. Feel free to borrow and tweak for your purposes

- ✓ I'm a media sales and marketing expert, helping brands develop compelling marketing strategies, to increase their revenues and expand their reach.
- ✓ I'm an aspiring show-runner and work in the booking department at NBC. It's certainly a lot of fun but my goal is to secure programming for young-adults who don't feel represented in today's media.

I/I'm

(descriptive adjective or attribute)

(Contributions / strengths)

(this sentence is optional based on how direct or illustrative you wish to be)

(closing sentence: where do you want to be? or what do you deliver)



Keep In Touch!

Visit us at vsantos.co if you're ready to level up, and see massive changes in your life. Connect with me on Instagram + TikTok at [@vanessasantosfein](https://www.instagram.com/vanessasantosfein) and share your personal brand statement. I'd love to see it!



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