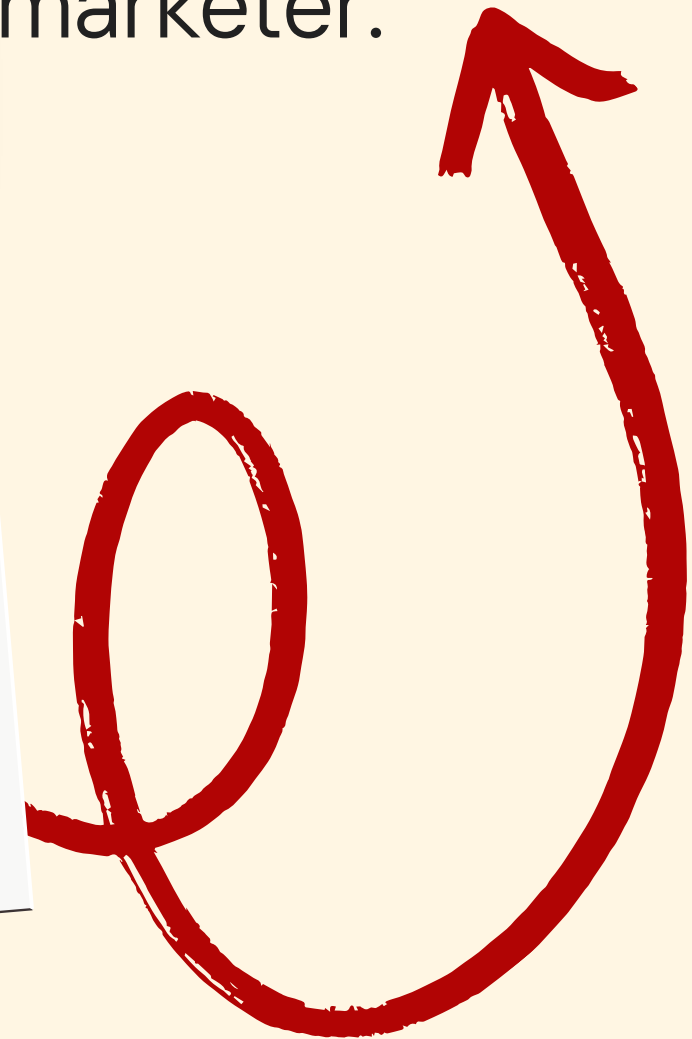
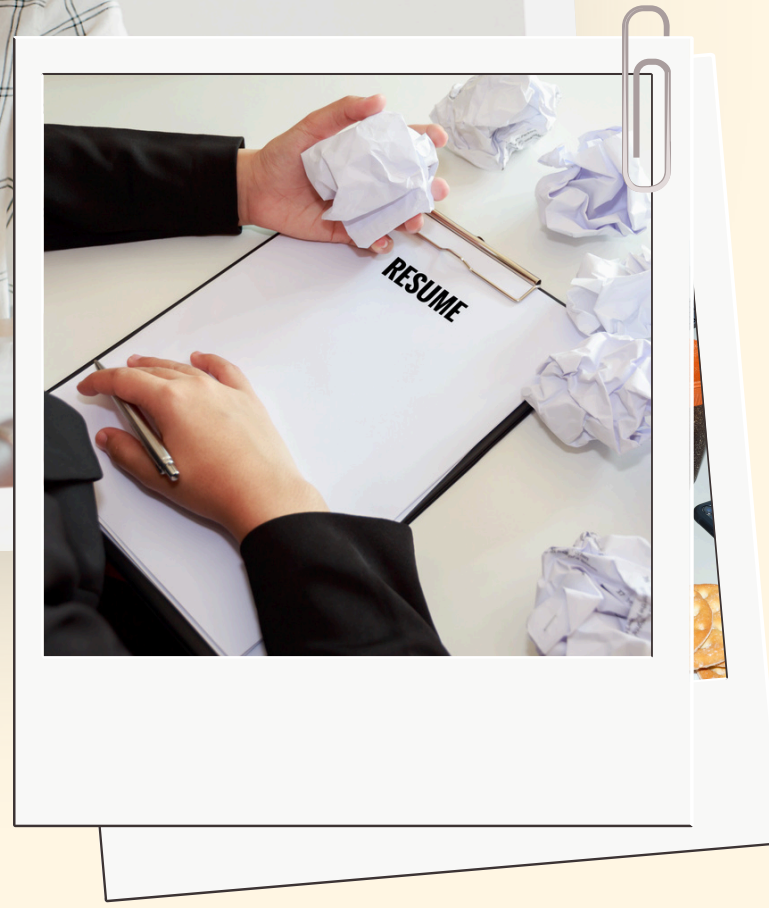




The Marketing of Me



Shift your mindset from “job seeker” or “business owner” to personal brand marketer.



Why Marketing Yourself Matters

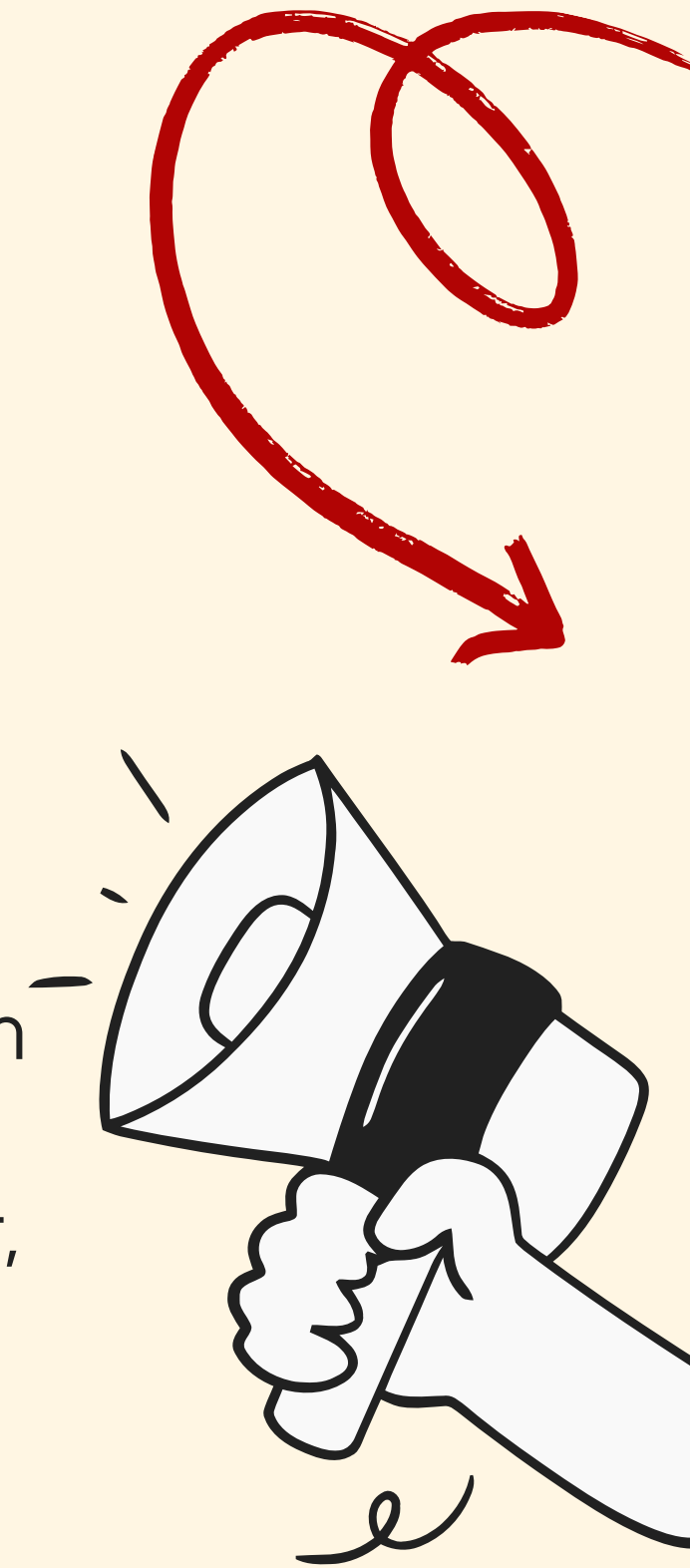
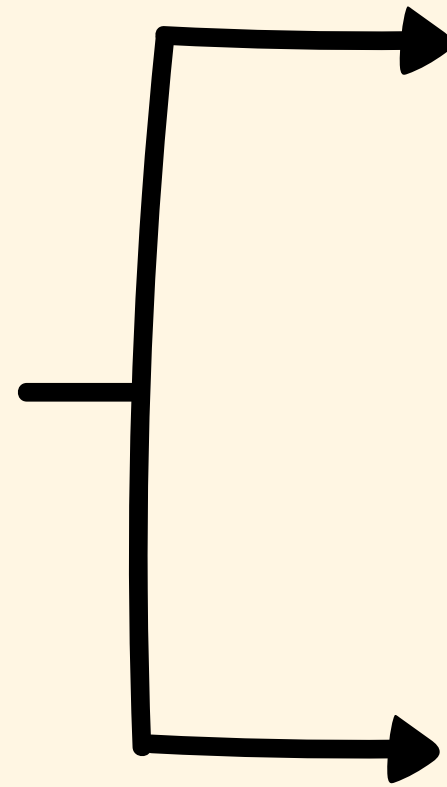
- The job market, promotion ladder, and business world are crowded—those who stand out win.
- Employers, clients, and decision-makers don't hire the most qualified person—they hire the most clearly positioned person.
- If you want opportunities, you must take control of how you're perceived.



The #1 Shift: Stop Selling, Start Positioning

Most people try to convince others to hire or work with them. Instead, great marketers:

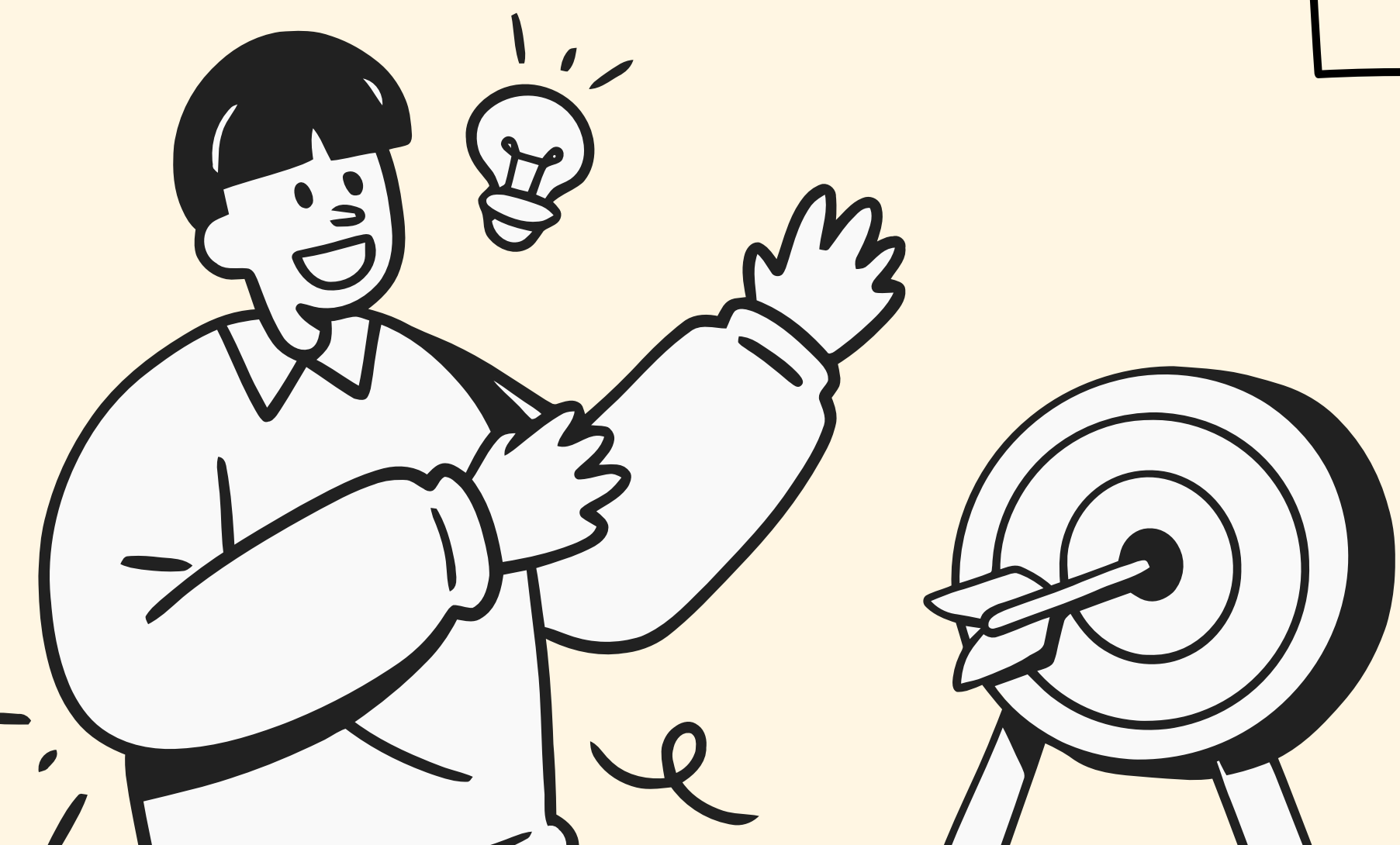
- Identify who they are speaking to (ideal audience)
- Position themselves as the solution to a problem
- Communicate their value in a clear, compelling way



Example:

"I have 10 years of experience in marketing and social media."

"I help brands increase engagement by 50% through data-driven social media strategies."



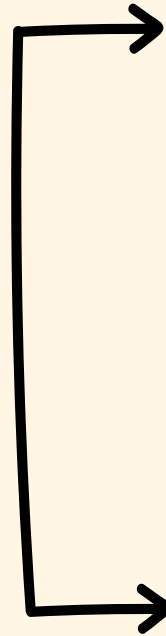
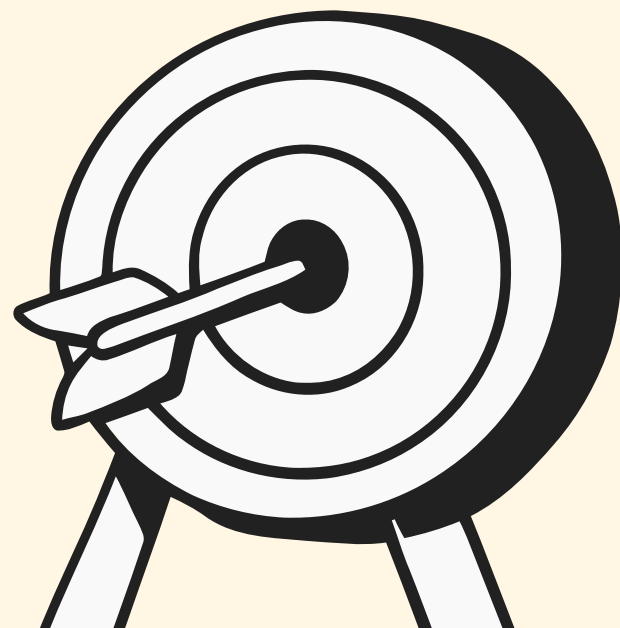



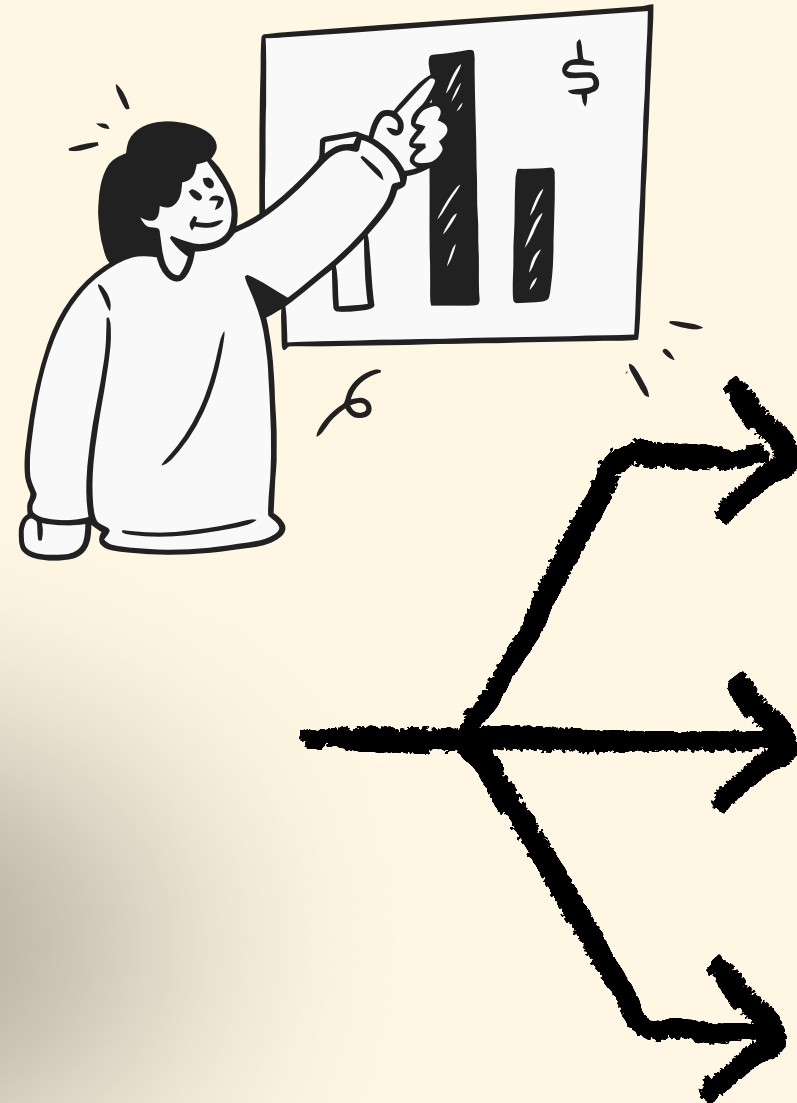
Example:



"I have 10 years of
experience in marketing and
social media."

"I help brands increase engagement
by 50% through data-driven social
media strategies."

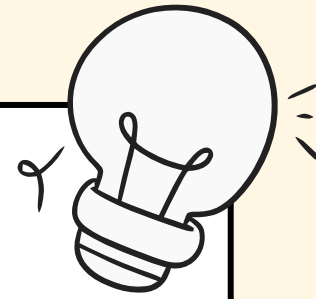
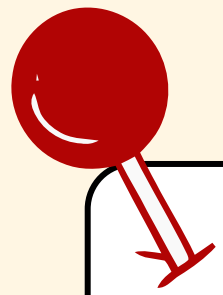




- ☒ A hiring manager at a specific type of company
- ☒ A decision-maker in your industry
- ☒ Clients looking for your services

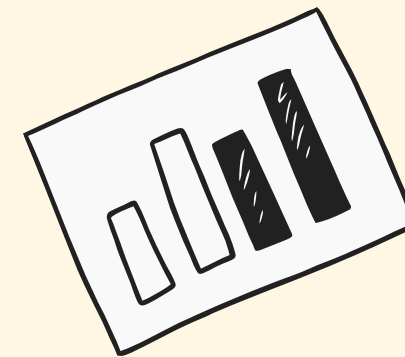
Step 1: Identify Your Ideal Audience

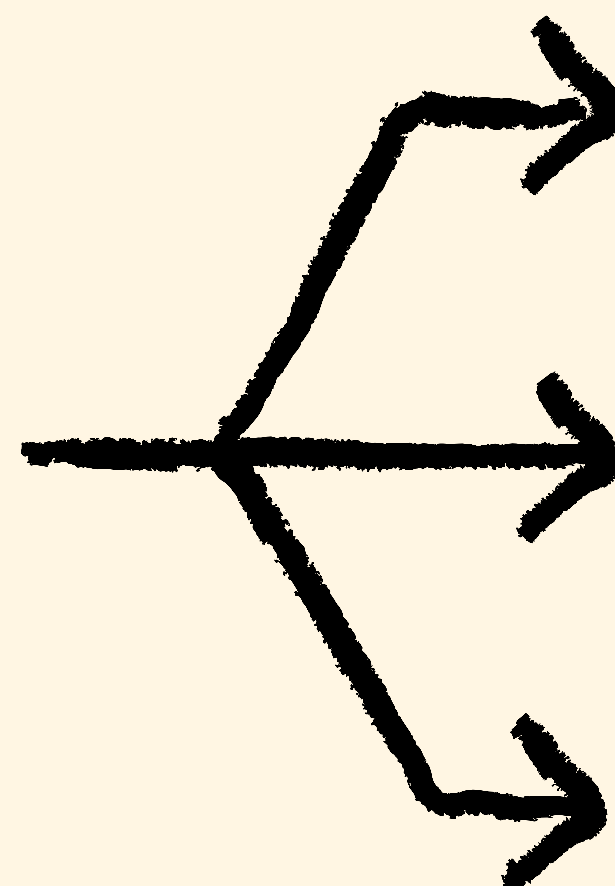
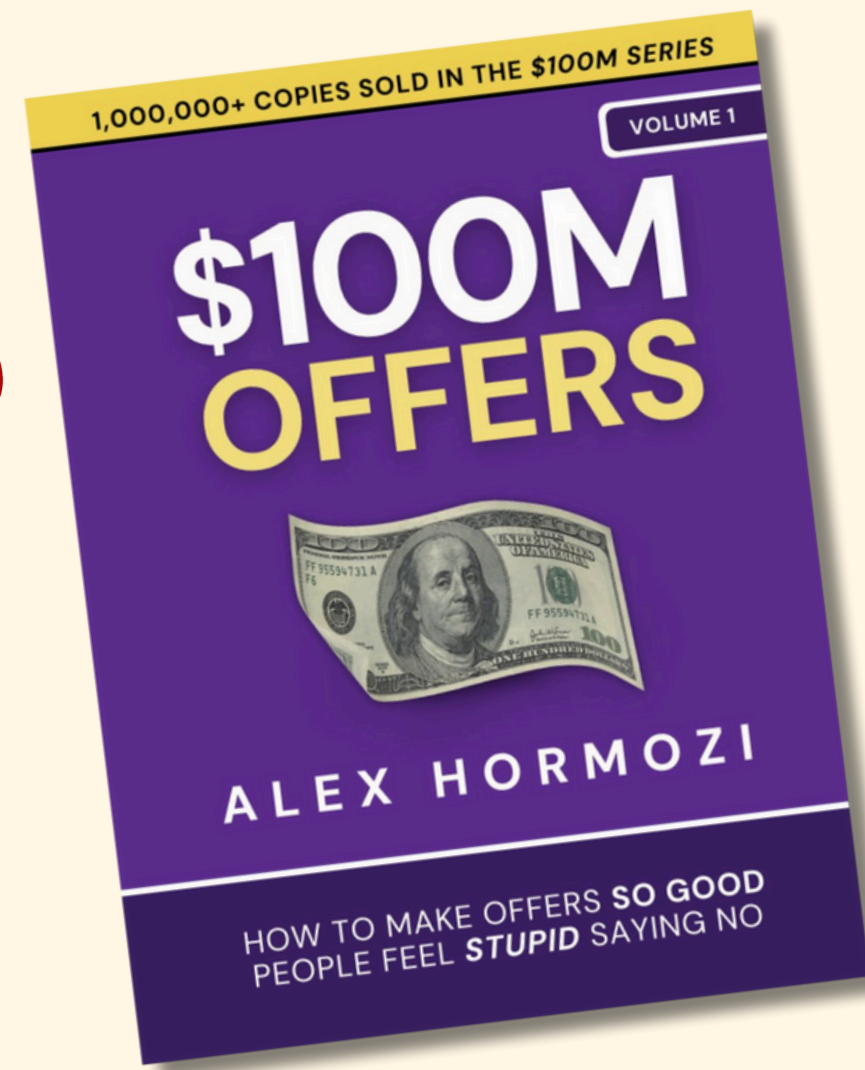
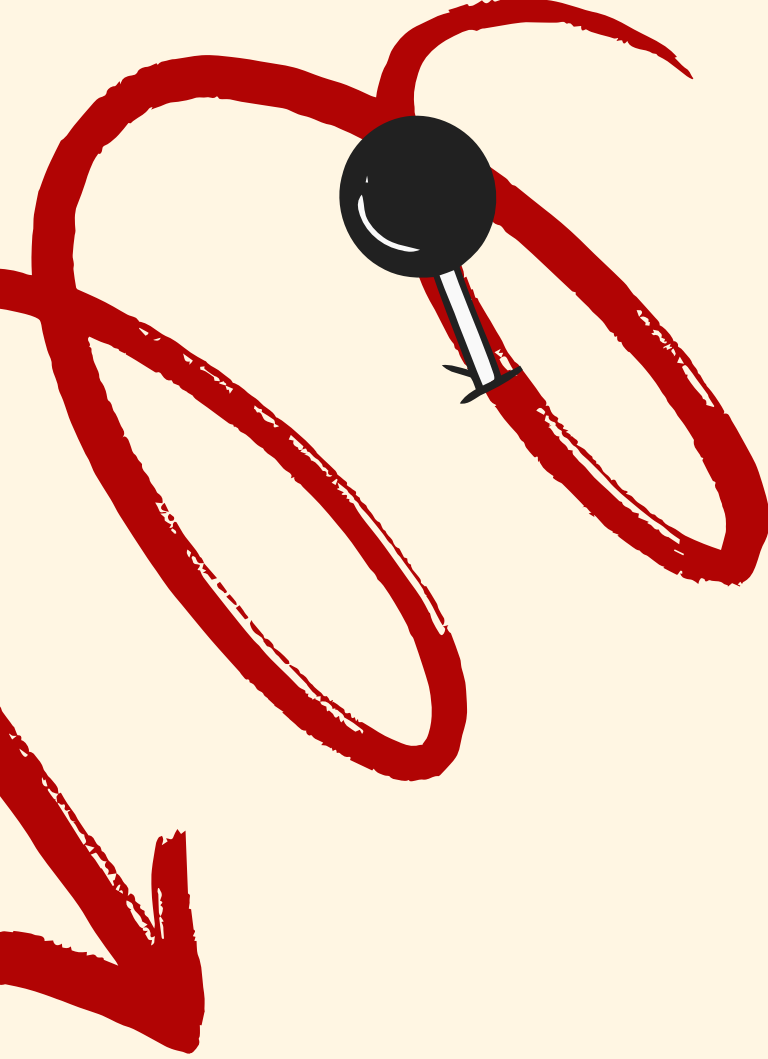
Know Who You're Trying To Reach



EXERCISE:

Write down 3–5 characteristics of the type of company, employer, or client you want to attract.





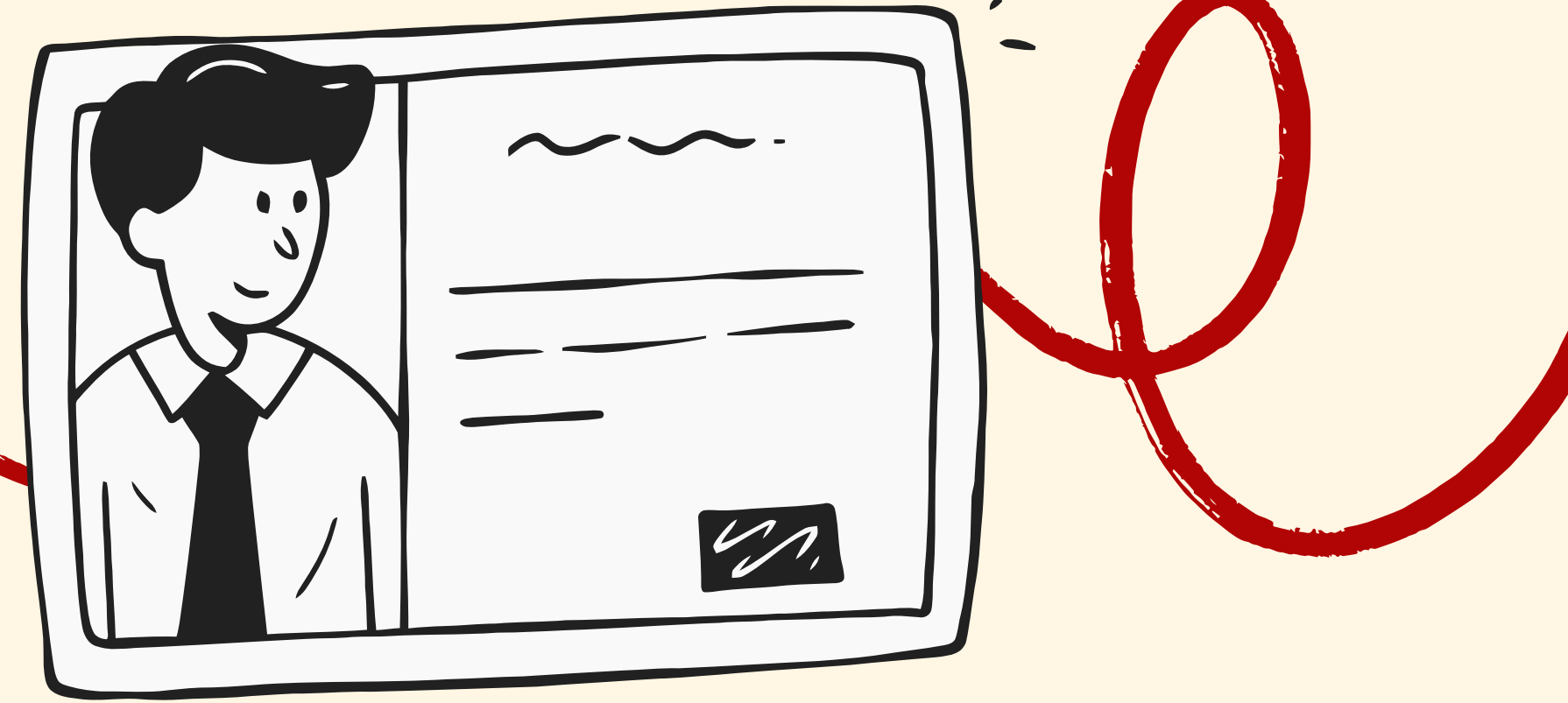
- ☒ Be In Pain
- ☒ Have Purchasing Power
- ☒ Be Easy to Target
- ☒ Be a Growing Audience



Alex Hormozi's 4 Qualities of the Right Market

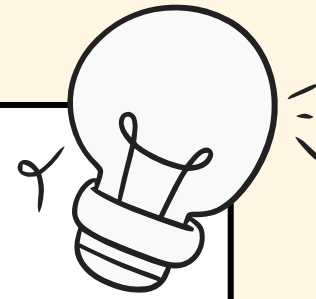
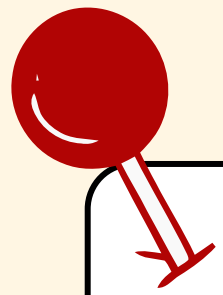
Step 2: Identify Their Pain Points & Needs

People don't buy products or hire people—they buy solutions to their problems.



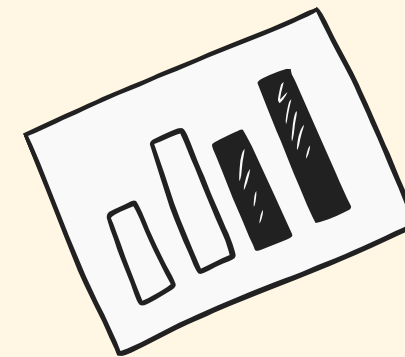
Ask yourself:

- What problems does my ideal audience face?
- How do my skills, experience, and strengths help solve those problems?
- What do they need to see in me to trust that I am the solution?

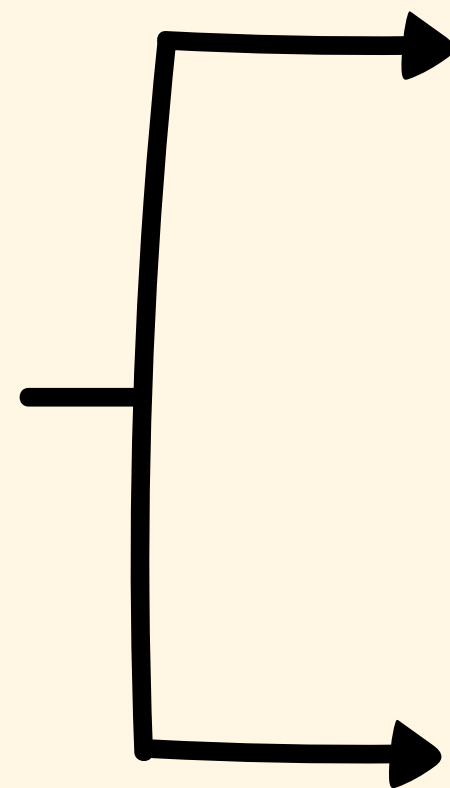


EXERCISE:

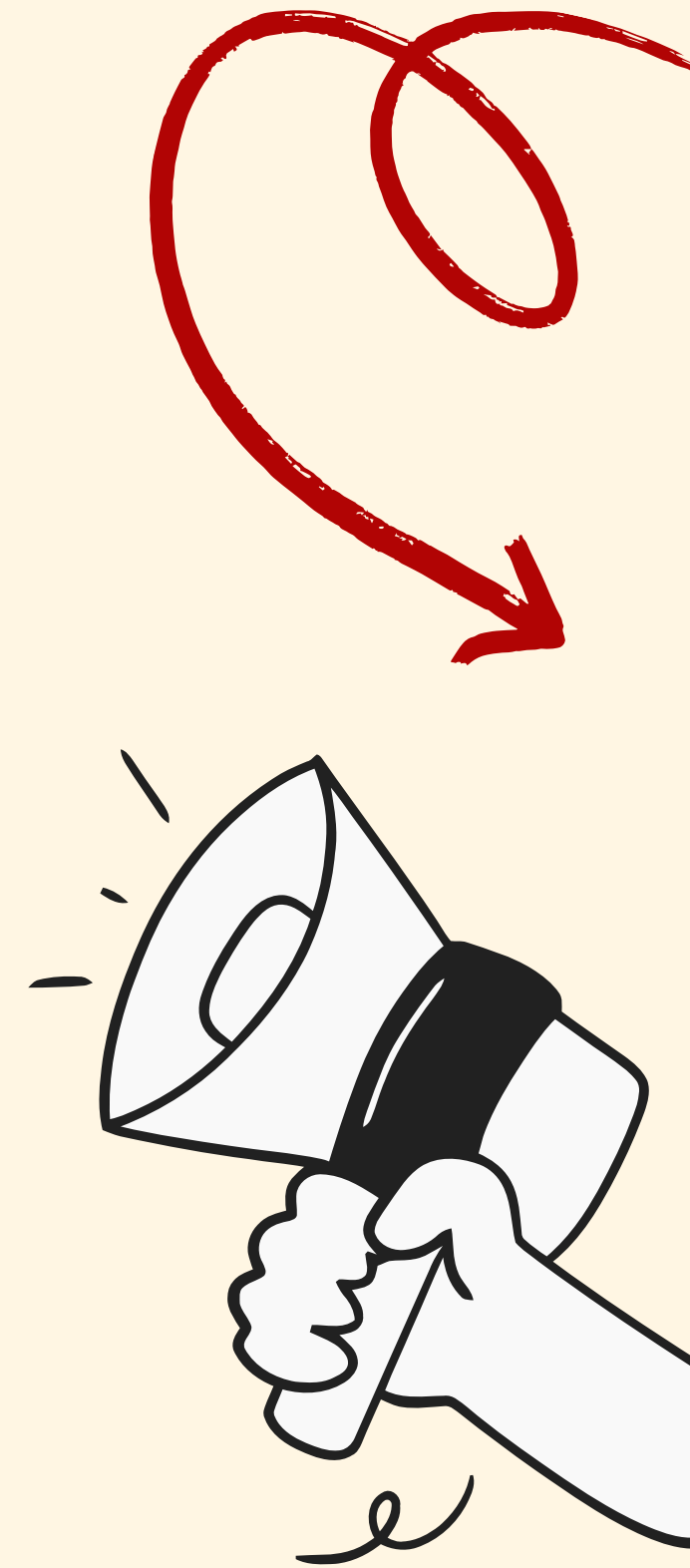
List 3 problems your ideal audience faces.

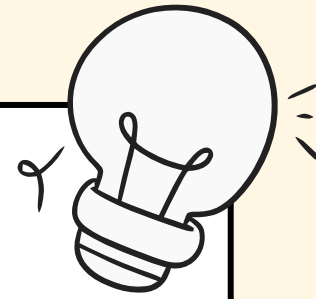
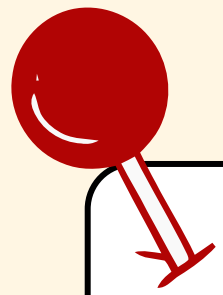


Step 3: Define What Makes You Stand Out



- A clear message about what you do and why it matters
- A unique approach or skill set that makes you different
- A story that connects emotionally with your audience

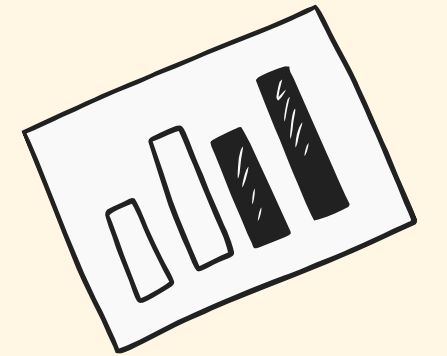


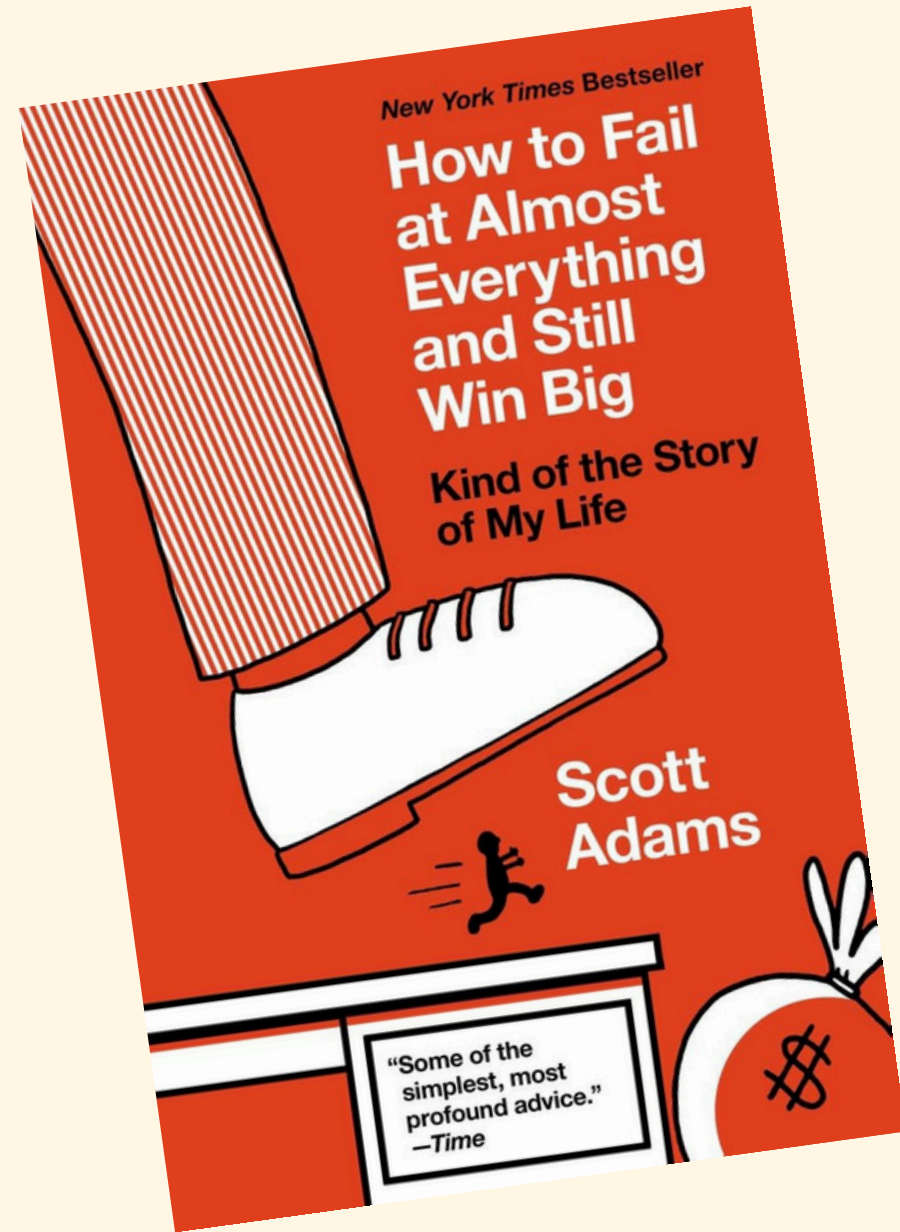


EXERCISE:

Answer these questions:

- What results have I delivered?
- What do people compliment me on?
- What's one thing I do differently?





Become very good at two or more things to create a competitive advantage.

Skill Stacking (Scott Adams' Advice)

Step 4: Developing Your Personal Brand Story

01 Define Your "Why"

- Why do you do what you do?
- What drives you?
- What problem are you passionate about solving?

02 Identify the Turning Point

Think about a defining moment or experience that shaped your career or business journey.

- What challenge did you overcome?
- What was your "aha" moment?



Step 4: Developing Your Personal Brand Story

03 Highlight Your Unique Strengths

What makes you different?

- Think about: Skills, traits, experiences that set you apart.
- What do people consistently praise you for?

04 Show Transformation & Impact

How your experience has helped others:

- Success stories
- Real-world impact



Step 4: Developing Your Personal Brand Story

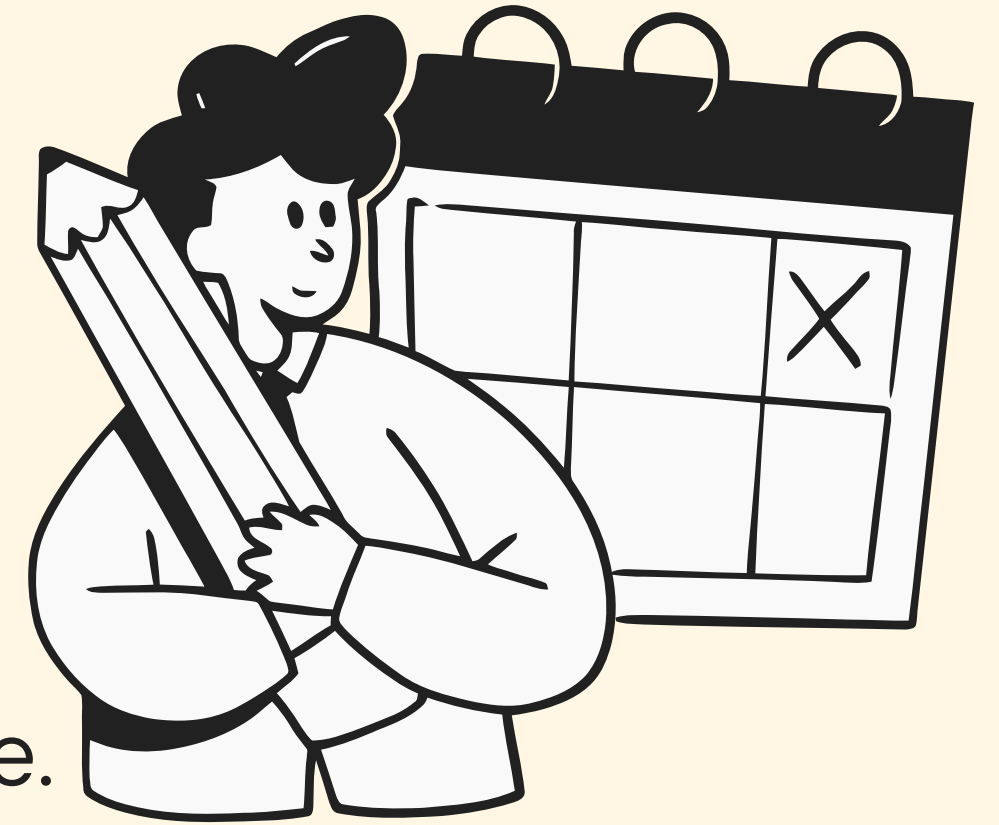
05 Tie It to Your Mission & Future Vision

Where are you headed?

- What's your purpose?
- Your brand story should show growth and helping others.



- 01** Introduction: Who are you and what do you do?
- 02** Your "Why": The driving force behind your work.
- 03** Turning Point: The experience that changed everything.
- 04** Your Unique Strengths: What sets you apart.
- 05** Impact & Results: How your approach has made a difference.
- 06** Future Vision & Mission: What you're working toward.



Structure of your Brand Story



Homework:

Define Your Ideal Audience

Who are you wanting to attract?

List 3 Problems You Help Solve

What makes you different from others in your field?

Write Your Personal Brand Statement

1-2 sentences about what makes you valuable

