

A CREATE AWESOME MINI GUIDE:

7 POINTS OF PERSONAL BRANDING

*“ A SYSTEM FOR SUCCESSFUL
CONNECTION BY BEING
HUMAN FIRST. ”*



@ROBERTOBLAKE



THE SEVEN POINT SYSTEM TO PERSONAL BRANDING

This 7 Point System has been my own key to building a successful personal brand. These are lessons I gained from over a decade long career in creative services, and through a lifetime of experience and executions.

I'm sharing them here to help you on your journey to building an **AWESOME** brand for yourself.

1

Be Known and Noticed:

Who are you and why should we care?

Think about how you introduce yourself to people, but think of it in the context of a 15 second Instagram video. How can you be concise and let people know, who you are, what value you have to offer and where they can connect with you if they want to go deeper.



Who are you to us as a human being and what do we really need to know about you? Try approaching this from the perspective of what you'd like to do for this other person; so that you can let them know why you should matter to them personally. Build the relationship based on value from the very beginning. Respect their time and yours.

Becoming known comes down to putting yourself out there and engaging with real human beings and being interested in them, more than yourself. You need to become the person they can't wait to watch or talk to or be around. Human beings are interesting, everything else isn't.

2

Words Have Power:

Use your power words to define who you are.

We associate certain words with brands. Think about the top brands in the world like Apple, Nike and Google. There are specific words that come to mind when we think of these companies. That is no accident. It was how those brands wanted to be defined by their audience.

Yes, your brand is what other people say about you. That doesn't mean you can't start that conversation or dictate your narrative as I like to say. I made a point of associating myself with the word "AWESOME", it is what people know me for, specifically the phrases "Create Awesome" and "Create Something Awesome Today".



Think of the words and phrases that you want associated with you and the impact and the value they have. I chose words that spark the creative spirit and generate enthusiasm and excitement. These were things that are important to my core brand values. Start defining who you are and let people spread that message for you. Find your words, and use them.

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3

The 3 C's, My Secret Weapons: **Creativity, consistency and context.**

My career as a graphic designer has served me well in marketing. It gave me insight in a very meaningful way into how important these 3 C's are. When you are building a brand everyone knows you have to be unique.

What many people struggle with is how to do that in a way that is easy to maintain when it comes to being consistent. It is often overlooked, but the value of it is tremendous.



As human beings we pick up on patterns. We like things that make us do less brain work. By being consistent you are creating a subconscious preference for your brand. Obviously by being unique you are also getting attention and setting yourself apart as important.

When you combine those too very powerful things with giving people the right context, something almost magical happens. Brand loyalty. They see you as the answer and experience they want; you become what they crave.

4 Become a Great Storyteller: Be Interesting and Enthusiastic

You're not allowed to be boring. I talk about things like Photoshop and coding pretty often, and there is a challenge in keeping people pumped about that and making sure it is fun and informative. No matter what you are talking about you have to be interesting and enthusiastic.



Learn the fine art of storytelling. Think back to your earliest childhood memories. Stories are engaging when the storyteller emotes and pays attention to their tone and takes cues from the audience. What I've found is that people worry too much about being perceived as professional rather than being perceived as personable and likable.

Whether you are making videos or writing, you need to be able to relate and connect to your audience. Avoid using jargon, create context by talking about a memory or practical example within your content. People make emotional decisions, so connect with them on an emotional level.

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5

Know Your Natural Narrative:

Always be authentic. Just be human.

You can't be a good storyteller if you don't know your own story. Each of us has an origin story. Start thinking about how you can tell the story of yourself, your products or your company. What was that journey like? Think about the great stories that mean the most to you as a child. What made you connect with the hero of the story?



Too often, particularly in social media, people only share their highlight reel. There is tremendous value in being vulnerable and sharing how you overcame your failures or even the process that allowed you to become successful. Like I'm doing right now with this guide...

Authenticity builds trust, being relate-able makes you likable, sharing your process makes you an authority. Your cards only do you any good once you play them... stop holding them so close to your chest. Put them out there and put them to work. Be a human being, be vulnerable, be honest and be yourself. Build your brand on these values.

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6

Build a Community:

Community brings engagement & accountability.

Building a Personal Brand is great and has a lot of benefits. But what about building a community around your brand? Engaging with your most active audience members has a lot of value. You can learn things about your brand and your presentation style that you'd have to pay thousands for audits or coaching to find out about.

The feedback you get can be the difference for you in knowing what direction to take your brand or whether it is time to pivot. Having the perspective of others can let you catch things you may have overlooked if you kept going it alone. Your community can give you the clarity of purpose that you need.



One of the additional benefits of community building is that you gain a large group of accountability partners. Most people try to rise to meet the expectations set by them for others. This can be a great motivator when all else fails. You will deliver and be your best self even when it is hard because you want to know that you are giving other people what they deserve.

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7

Execution is the ONLY Game:

Start playing it and winning it.

When I tell people “Create Something Awesome Today” I consider it more than a phrase in my brand lexicon. It is a mandate for EXECUTION.

Create Something Awesome... meaning create something you're proud of and that you feel has value. Today... put a clock on it, a sense of urgency.



Having a clearly defined goal that you are working purposefully towards with a sense of urgency is my definition of what it means to “Hustle”. As you know that word gets thrown around a lot in the marketing world, if not in general. Execution is another such word. Anything that keeps you from executing can be considered an excuse. Be honest with yourself about your time and motives.

If you really want something, it is truly important, you will find the time.

When something really matters, you will find the resources or supplement them creatively when something absolutely needs to get done.

Find something you're passionate enough about to execute on without fail.

That my friends is how you really win...

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Now You Know My System....

There is no such thing as overnight success.

So if you've ever wondered about the foundation of my Personal Brand and how I develop the techniques and strategies that I execute on daily to be successful, now you know. Using this 7 Point System to ground me is how I grew from 0 Subscribers to over 50,000 in just two years of making weekly videos on YouTube. Before that it allowed me to grow tens of thousands of unique viewers on my own blog and website.

The 7 Points of Personal Branding are not a closely guarded secret. If you look to the top influencers in any industry, you will find many of them are following these same guidelines. Now you can too. This mini guide is only the tip of the iceberg. I intend to produce more content and even a training course around the 7 Point System in the future.



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Oh and Remember....

***CREATE SOMETHING
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