

# TELL YOUR STORY. PERSONAL BRANDING.

#screamyourdream

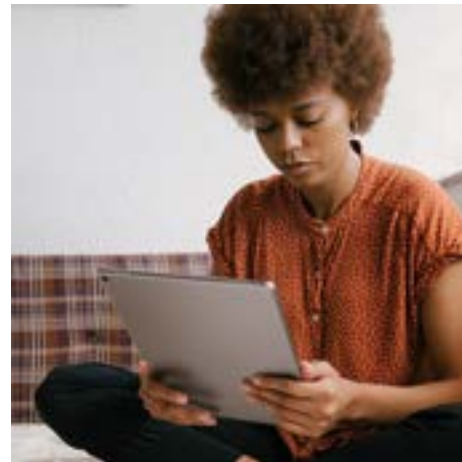
Cheldin Barlatt Rumer

# YOUR PERSONAL BRAND

## Your Voice & Your Personal Branding.

*Cheldin's Definition:* Personal Branding is what people say & think about you in your absence.

- ❑ Use YOUR VOICE both **online** & **offline**
- ❑ Support your brand **personally** & **professionally**
- ❑ Before you are HANGRY.



KEEP  
IT  
REAL

DON'T FAKE IT.

*There is **NO** such thing as faking it till you make it.*

“A fake plant never grows roots.”

- Cheldin Barlatt Rumer



# BRAND AUDIT

## What will people find?

- ❑ Google yourself
- ❑ Online & offline
- ❑ Socially & professionally
- ❑ Is there clarity & repetition?



# YOUR UNIQUE EQUATION

## Let's build your story.

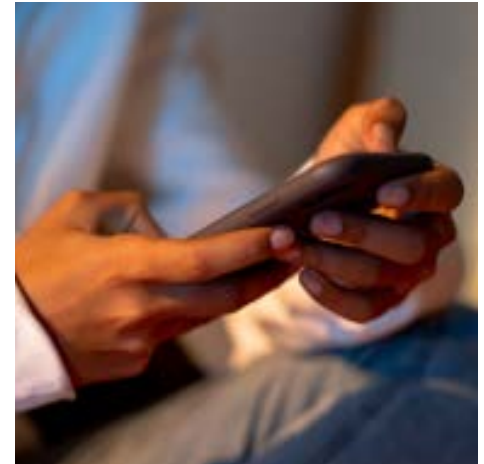
- Who are you?
- What do you want?
- Why do you deserve it?



# WHO ARE YOU?

## Back to basics.

- Your “Life Facts” - *Aspects that can not be disputed*
- Your “Strengths” - *Skills or talents in which you do well*
- Your “Weaknesses” - *Things you do badly*



WHAT  
DO  
YOU  
WANT?

## Focus and intention. Daydream.

- “Sticker Goals”
  - *What are your short-term goals?*
- “Tattoo Goals”
  - *What are your long-term goals*



WHY  
DO  
YOU  
DESERVE  
IT?

## Are you ready to brag boldly?

- Both online & offline
- Experience vs. Occupation
- Your “Highlight Reel”: *What you have done. { Facts }*
- Your “Greatest Hits”: *When you have won. { Accomplishments }*





# FIND YOUR TRIBE

## You are NOT for everyone... Less is more.

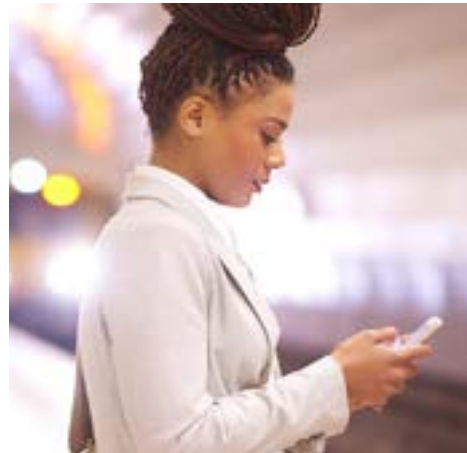
- ❑ The right people hear and see you differently
- ❑ Identify your ideal target market
- ❑ Narrow in on your community
- ❑ **You don't need a million to make a million**
- ❑ Quality over quantity



# THE TOOLS YOU NEED

## Do you have what you need?

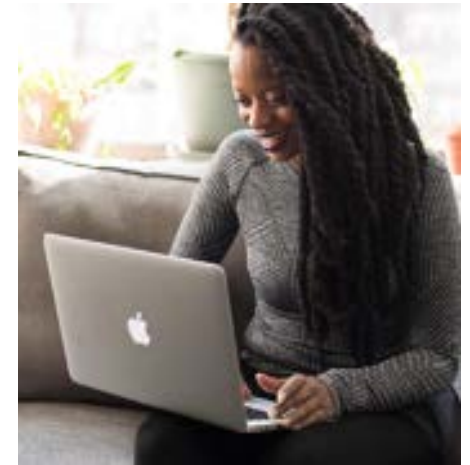
- Social Media
- Website
- Email Newsletter
- Content - Photos, blogs, videos
- References & Referrals
- Events & Activities



# CLEAN YOUR HOUSE

## Are you ready for the party?

- Your name is important. Avoid the scavenger hunt.
- Your picture & your profile. First impressions.
- Get organized. Be TARGET.
- Can they connect with you?



# YOUR “TODAY LIST”

- Update** your website & platforms
- Post** on your social platforms - 3 to 1 Rule
- Participate** in online conversations - like, follow, comment
- Share** content provided by trusted source
- Attend** industry activities and events



**EMAIL:** [cheldin@i-gcreative.com](mailto:cheldin@i-gcreative.com)

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Cheldin Barlatt Rumer