



CLAIRE
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GROUP

5 PERSONAL BRANDING MISTAKES AND HOW TO FIX THEM

LA WEEKLY

names Claire Bahn

**Top 10
Los Angeles
Entrepreneurs
2023**



ABOUT CLAIRE BAHN GROUP

Claire Bahn Group is a comprehensive boutique strategic communications & marketing agency with deep expertise in public relations, strategic communications, personal branding, executive branding, reputation management, social media management, video production, podcast production, and promotion.

When you hire our agency, you will get full-service strategic communications and marketing implementation to take your brand and company to the next level. Our multidisciplinary teams work across social media, public relations, strategy communications, content creation, podcast, and video production, and creative.

Written and edited by Claire Bahn

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Contact: Claire Bahn at Claire Bahn Group; www.clairebahn.com; 5 Personal Branding Mistakes You're Making and How to Fix Them and the format, design, layout, and color used in the book are trademarks and/or trade dress of Claire Bahn Group Inc.



5 Personal Branding Mistakes to Fix Now



1. Define your values and goals: Decide what you want to be known for. Even if you have several areas of expertise, it's better to build your audience around one topic and then expand to others. This is much more efficient than trying to build multiple audiences across multiple topics. Start by identifying your values and the goals you want to achieve. This will help you create an authentic brand that reflects who you are.



2. Determine your target audience: Decide whom you want to reach with your personal brand. This will help you to create content that resonates with your audience and helps you to build a following.



3. Choose your platforms: Decide which social media platforms you want to use to build your personal brand. Consider which platforms your target audience uses and where your strengths lie. Never rely on a single platform. Your target audience doesn't remain on one platform so neither should you. Creating content on more than one platform establishes authority much more quickly than relying on a single platform.



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4. Secure your domain name and profile names: Ideally, you would secure your first and last name for your domain and all of your profile handles ..like johnsmith.com. If your first and last name are not available then try some variations by adding your middle name or initial, reversing the order (smithjohn.com), or add your “expertise” to the end of the domain. For example, if you were an expert at FinTech, you might secure a domain and profiles named, Johnsmith-fintech.com

5. Develop your messaging: Create a clear and concise message that communicates who you are and what you stand for. Make sure your messaging is consistent across all platforms. Answer the “burning questions” your audience has about your topic. Answering people’s questions is a gift they will appreciate and reward you by following you. Don’t just pontificate on subjects you’re interested in.

6. Create that speaks to your ideal audience: Produce content that showcases your expertise and personality. Ensure that your content is visually appealing, provides value to your audience and showcases that you understand their pain points .



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7. Learn the Basics of SEO: Search Engine Optimization (SEO) is the language of the internet. For the most part, Google controls the internet. Google analyzes SEOed content to index your website/you for a particular topic. Once Google indexes you correctly for your topic(s) of expertise, it communicates this to other platforms so they know the audience to share your content with.

8. Build your online presence: Establish a consistent online presence by creating a website, blog, and social media profiles. Ensure that all your profiles are up-to-date and well-maintained. Don't neglect your personal website and blogs. Both are key to getting you indexed correctly by Google.

9. Engage with your audience: Engage with your audience by responding to comments, sharing their content, and creating a community around your brand.

10. Network with other professionals: Build relationships with other professionals in your field by attending events, participating in online communities, and reaching out to thought leaders.



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11. Maintain your brand: Your personal brand will require time and effort. Simply creating a few posts and blogs and assuming you have a viable personal brand is incorrect. All platforms, including Google, focus on three things: frequency, consistency, and quality of content. Frequency; platforms want you to post up to 5 times a week. Consistency; platforms want you to post at the same time every day. Quality; platforms analyze your engagement to determine quality. Make the platforms happy, and they will reward you with a larger and larger audience over time.



12. Analyze your Performance: Continuously monitor your brand to ensure your messaging, content, and online presence remain consistent and up-to-date. Use available tools and metrics for your website and platform to gauge your performance.



13. Keep learning and growing: Stay up-to-date with the latest trends in your industry and continue to develop your skills and expertise. This will help you to maintain a strong and relevant personal brand over time.



CLAIRE
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Ready to Take Your
Personal Brand
to the Next Level?

OUR CLIENTS ARE REMEMBERED... NOT JUST NOTICED

Where Others Just "Consult"... We execute! Claire Bahn Group is a full-service personal and executive branding agency specializing in strategic communication and marketing. Our programs include PR, social media management, creative design, strategy, podcasts, video production, and more all in comprehensive packages designed to amplify your message and boost your visibility in the shortest time possible.

If you're tired of watching others get the recognition, press, and opportunities you deserve, building your powerful personal brand is the solution that has worked for thousands of professionals like you.

Learn more at clairebahn.com