



CLAIRE
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GROUP

PERSONAL BRAND STATEMENT GENERATOR

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.



Your Personal Brand Statement Generator

How often does someone ask you what you do for a living, and your first reaction is to tell them your profession? It's pretty common, right?

So you hear things like:

I'm a lawyer.

OR

I'm the CEO of company XYZ

OR

I'm a doctor

OR

I'm an artist



On and on it goes. But how does this distinguish you from every other businessman, doctor, or lawyer? Quick answer: it doesn't

So, how does this help your brand? ANSWER = Not at all

What do you think is the more powerful statement?

- I'm a Brand Strategist.
- I help my clients maximize their authority and influence to accelerate business growth and gain recognition.

If you chose number 2, then you know what a powerful personal brand is. Some people like to think of it as your "Elevator pitch". A short statement that sums up you and your abilities to help others relate to you.

It is simple, straightforward, and a powerful way to set yourself apart from the crowd.

Keep reading to learn how to create your unique Personal Brand Statement



Personal Brand Statement

Creating a personal brand statement involves defining and communicating your unique value proposition concisely and compellingly. Here are some things to consider in order to create an effective personal brand statement:

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1. Self-reflection: Begin by reflecting on your strengths, skills, passions, and values. Consider what makes you unique and how your experiences have shaped your personal and professional identity.

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2. Identify your target audience: Determine the audience you want to engage with and appeal to, such as potential employers, clients, or customers. Consider their needs, wants, and pain points.

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3. Define your unique value proposition: Articulate the unique combination of qualities, skills, and experiences that set you apart from others in your field. Consider how you can solve problems or provide value for your target audience.

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4. Create a clear and concise statement: Craft a one to two sentence statement that encapsulates your unique value proposition, target audience, and the benefits you provide. Ensure that it is clear, concise, and memorable.



Personal Brand Statement

Creating a personal brand statement involves defining and communicating your unique value proposition concisely and compellingly. Here are the steps to create an effective personal brand statement:

- ☐ **5. Test your statement:** Share your personal brand statement with friends, colleagues, or mentors to gather feedback. Make adjustments as needed to ensure it effectively communicates your message.

- ☐ **6. Incorporate your statement into your personal brand:** Integrate your personal brand statement into your resume, cover letter, LinkedIn profile, personal website, and any other relevant materials. Consistently use this statement to communicate your value and build your personal brand.

- ☐ **7. Consistently communicate your brand:** Engage with your target audience on social media, in networking events, and through other channels. Maintain a consistent message and presence that aligns with your personal brand statement.

Remember that creating a personal brand statement is an ongoing process. As you grow and evolve professionally, be prepared to revisit and refine your statement to ensure it accurately reflects your current strengths, skills, and unique value proposition.



Your Personal Brand Statement Generator

This personal brand statement generator can help you quickly and easily create a personal brand statement.

Remember the example above when you're crafting your personal brand statement. What do you think is the more powerful statement:

1. I'm a Brand Strategist.
2. I help my clients maximize their authority and influence to accelerate business growth and gain recognition.

How to create your unique personal brand statement

STEP 1:

Choose a descriptor that best captures your strengths and skills (e.g., innovative, results-driven, strategic, empathetic).

Step 2:

Identify your main area of expertise or industry (e.g., digital marketing, software development, leadership coaching).

Step 3:

Specify the target audience you want to serve or impact (e.g., small businesses, non-profit organizations, individuals seeking career growth).

Step 4:

Describe the main benefit or value you provide to your target audience (e.g., increase revenue, improve productivity, achieve personal success).

Now, assemble your personal brand statement using this formula:

"I am a(n) [descriptor] [expertise/industry] professional who helps [target audience] [benefit/value]."



Your Personal Brand Statement Generator

For example, if I were a lawyer in the public defender office, then my personal brand statement could be something like this:

"I'm an empathetic legal professional helping impoverished or disadvantaged individuals navigate the complexities of the legal system in their favor."

Another example is, if I were a digital marketer, my personal brand statement might be:

"I am a results-driven digital marketing expert who helps small businesses increase their online visibility and revenue."

To generate your personal brand statement, fill in the blanks with your chosen descriptor, area of expertise, target audience, and main benefit:

"I am a(n) [descriptor] [expertise/industry] professional who helps [target audience] [benefit/value]."

Remember, this is a basic template to get you started. Once you've generated your statement, feel free to modify it to capture your unique value proposition better and make it more compelling.



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