



CLAIRE  
BAHN  
GROUP

# THE 15 WAYS YOUR SABOTAGING YOUR PERSONAL BRAND

...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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# 15 Ways You're Sabotaging Your Personal Brand



**1. Misrepresented Expertise:** One of the most common personal branding mistakes is portraying expertise or skills you don't possess. This form of self-sabotage also includes skills you're currently working on developing. Generally, always share what you know, not what you wish you knew. Never build a brand based on a concept or thought. In other words, don't hitch your wagon to unsteady perceptions out of eagerness to impress or to appear knowledgeable. It will backfire.

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**2. Trying to Impress Specific People Instead of an Audience:** Building a personal brand to impress a specific individual or small group rather than a target audience is a major mistake. I've seen people try to capture the attention of ex-partners, rivals, and other individuals not directly connected to their primary demographic. It never ends well.

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**3. Getting Lost in the Metrics:** Too much focus on the minutia is a recipe for disaster. I suggest looking at the aggregate of all aspects rather than one point. For example, don't just consider how your personal brand performed on social media for one week. Check out its performance over a longer period. Conversely, no single aspect of your brand will make or break you.



# 15 Ways You're Sabotaging Your Personal Brand



**4. Overreacting to Criticism:** Nobody likes to hear something negative about themselves or something they care about. However, criticism is part of personal branding. Negative comments are inevitable, especially as your visibility increases. Developing resilience and mental toughness will help. A lasting personal brand requires thick skin and mental toughness. Be ready, and don't let them steal your thunder.

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**5. Overselling Yourself:** Offer value above all else. Genuine engagement and connection will naturally bring opportunities and conversions without cold calls and sales pitches. No one wants to hang out with a salesman all the time. Instead, share advice and expertise, and if it resonates with people, they will like, follow, and subscribe.

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**6. Desiring Fame Without Contribution:** Merely seeking celebrity without offering substantive expertise or value is short-sighted and will not yield the desired results. The goal of your personal brand is not self-promotion. If you truly want to build an engaged audience, you need to help the audience by sharing your expertise and experience.



# 15 Ways You're Sabotaging Your Personal Brand



**7. Misunderstanding Your Target Audience:** Too many times, I see individuals depressed because they don't have 10's of millions of followers like Taylor Swift or one of the Kardashians. You're most likely not an internationally famous pop star or a reality TV personality. Your audience is going to be smaller, and it is just fine. You want to be the authority for your audience and related audiences regardless of their size.

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**8. Copying Influencers** The world does not reward copycats. The world rewards genuine personalities with innate magnetism. Waiting for perfection before acting is a recipe for stagnation. You must embrace imperfections and prioritize consistency over flawlessness. Remember, progress and refinement come through iteration and experience.

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**9. Perfection Paralysis:** Just start. Imperfect action is far, far better than no action at all. Nothing will ever be perfect, and you'll probably never get that divine sign you're waiting for. Do not wait to build your brand, your competition is only growing.

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**10. Image Insecurities:** Don't fail to start building your brand because you're insecure about how you look in photos. Even supermodels are self-conscious. People want to "put a face to the name" and a Pro photographer can help.



# The Finer Points

- 11. Focusing on the Little stuff:** Focusing on the wrong elements of your brand. It's not about your photo, logo or bio. These are elements of your brand and enhance your brand. Individually they do not make or break your brand. Focus on the big picture and the content.
- 12. Good Content v. Great Content:** thinking all your blogs and social media posts should be Pulitzer Prize-winning prose. High-frequency good content has more value than 1 award-winning post every couple of months.
- 13. Follow the Audience:** Place content on platforms your audience frequents, not where you want to post. You might love Instagram but your audience is on LinkedIn.
- 14. Neglecting Blogs / Articles:** Using social media posts as a substitute for blogs and articles. Social Media is the "appetizer," and blogs/articles are the main course. Only blogs and articles (long-form content) are indexed and have true value. Long-form content is SEOed content with a minimum of 2,000 words to rank for Google.
- 15. Obsessing On a Single Piece of Content:** Getting obsessed with a single blog, video, or social post instead of the big picture. One post or blog will not "Make or Break" you. It's the totality of the content you offer that makes the difference.



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](http://clairebahn.com)