

ATRIUM
CREATIVE AGENCY

PERSONAL BRANDING
WORKBOOK



INTRODUCTION

You want to create and grow your personal brand.

But where do you even begin?

Most online resources are too high-level. You're presented with simplistic advice without the actionable steps.

Not here.

Time to introduce a way to learn personal branding that doesn't disappoint.

We cut straight to what's important, so you go from standing still to standing out.

Let's dive in.

CHAPTER 1

HOW TO DEFINE YOUR PERSONAL BRAND AND WHY IT MATTERS



ARE YOU LOST IN THE SEA OF SAMENESS?

We live in a world where every person wears the same clothes, drinks the same coffee, and drives an identical car. Understanding how to stand out matters now more than ever before. That's why you need a personal brand.

BUT I'M NOT A CELEBRITY. WHY DO I NEED A PERSONAL BRAND?

You don't have to be a Hollywood actor or president of a country to need a brand. The primary purpose of your personal brand is to differentiate you from the rest. That's how you become easier to relate to. People understand who you are and what you stand for, so they can trust you.

Your personal brand gives you a solid base to build your identity. You can showcase your values, passions, skills, and strengths.

THINK OF IT AS THE PLATFORM YOU STAND ON IN FRONT OF THE WORLD

In much simpler terms, your personal brand equals your reputation. It is no longer a choice whether to have one; the choice is whether you manage yours.

Let's say you are a consultant, a realtor, or an insurance agent. Whatever services you provide, many people offer similar services. A well-defined personal brand helps you define what you're about and keeps you away from the noise. It enables you to stand out.

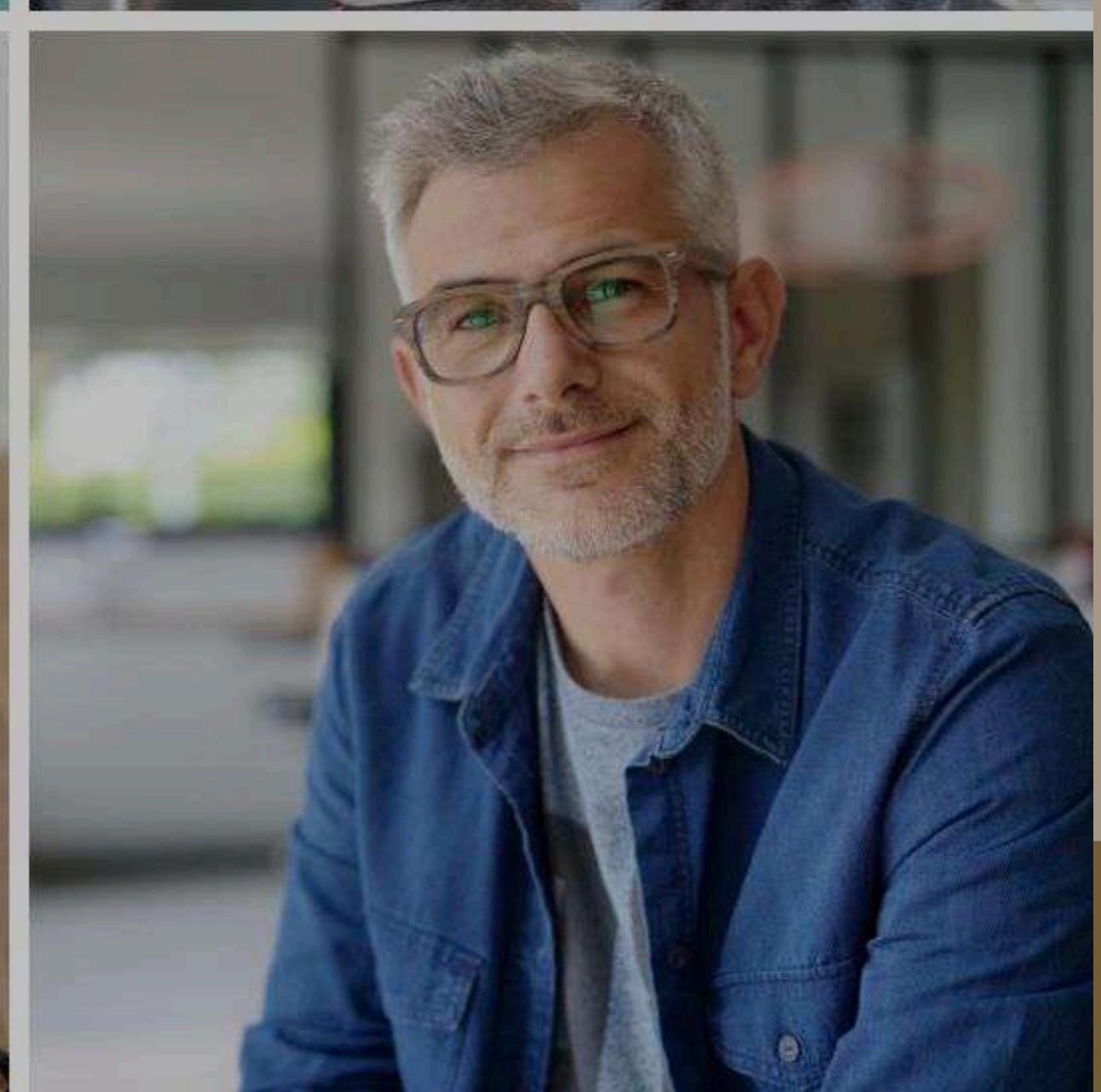
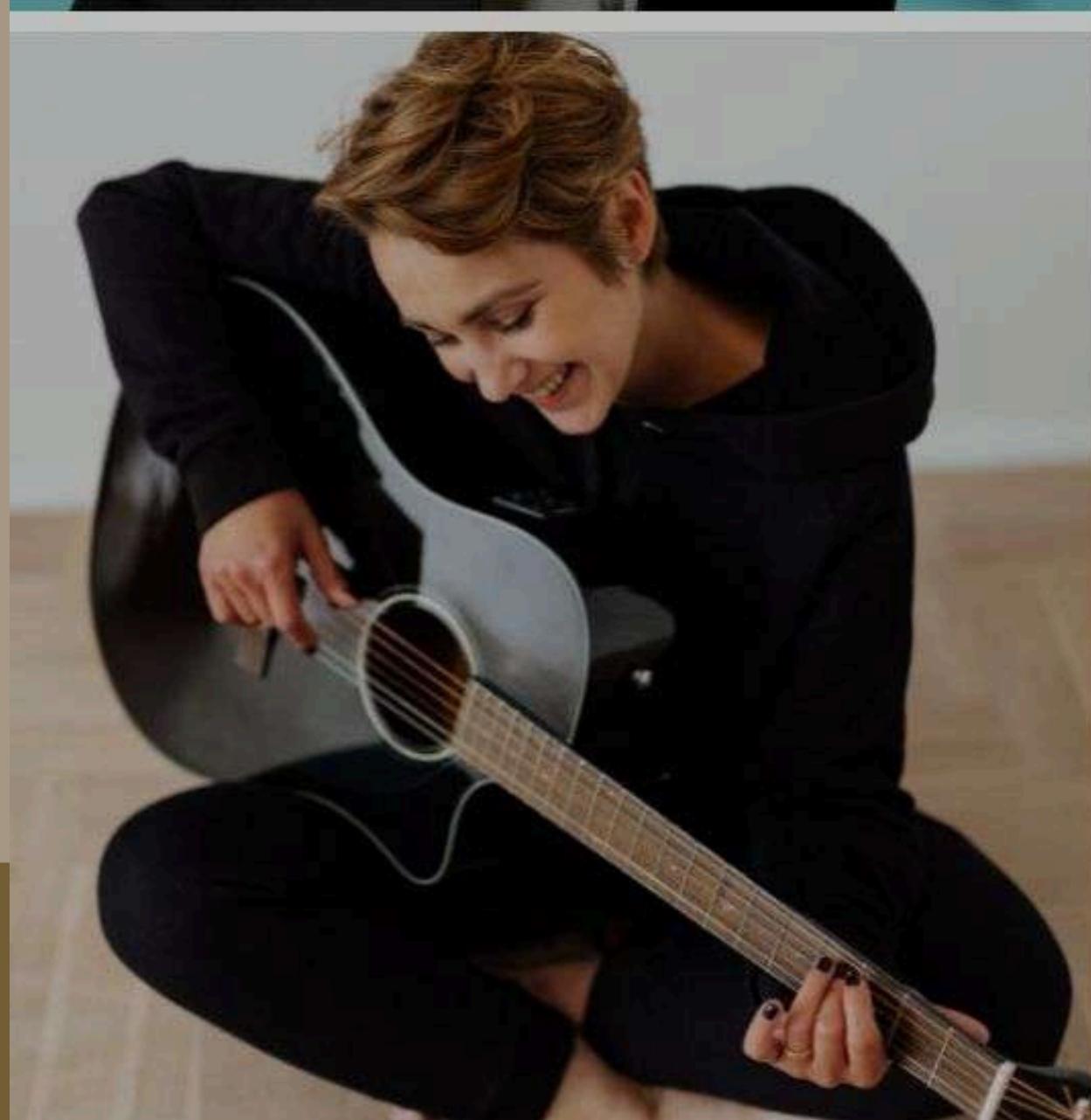
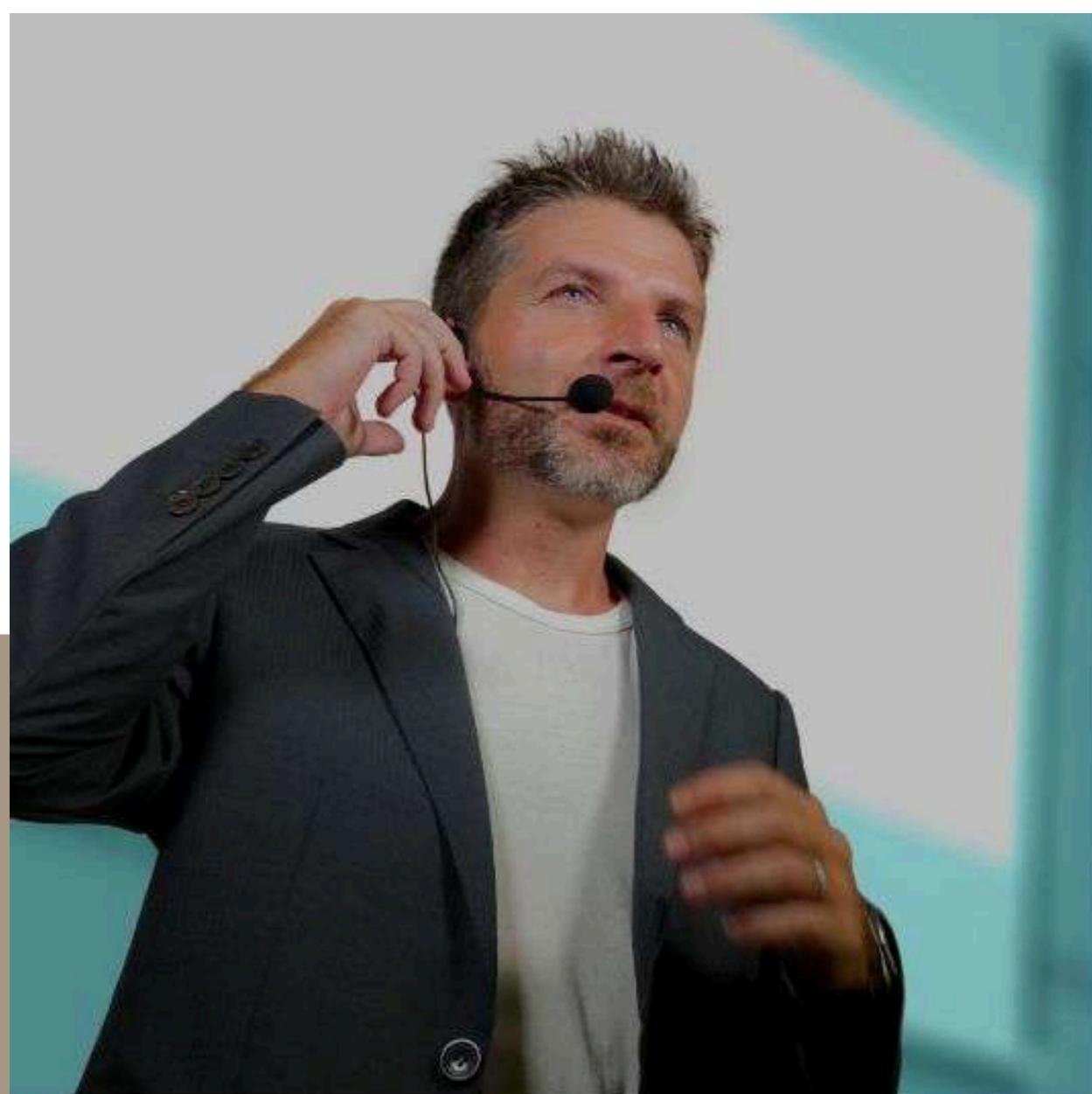
It comes down to discovering what's unique about you and highlighting it to the world.

**“The more you like yourself,
the less you are like anyone else,
which makes you unique.”**

Walt Disney

CHAPTER 2

DISCOVERING WHAT MAKES YOU UNIQUE - THE RISE OF THE SKILLED PROFESSIONAL



PERSONAL BRANDS GROW BY SPECIALIZATION

You are unique. You bring a different perspective.

It is what others relate to and something that makes you interesting to be around.

Uniqueness will always be a big part of your personality, and it's important to know what you're good at. That is when your personal brand takes shape.

So, learn to recognize the moments when you can claim to be a knowledgeable professional. Here are some signs:

- You know a topic inside out.
- Your education and credentials speak for themselves.
- You have a proven track record in real-world situations.
- You understand failure and know how to avoid it from happening again.
- Other experts put their reputation on the line by referring to you.

“Brand is just a perception, and perception will match reality over time.”

Elon Musk

CHAPTER 3

TWO BUILDING BLOCKS THAT ARE ESSENTIAL FOR STRESS-FREE NETWORKING



So, you've already discovered what makes you unique.

The next step is to build a network. You are whom you hang out with.

Association is the backbone of your personal branding. People decide whether you're credible based on your network.

FIRST, BECOME THE PERSON OF VALUE

Showing up puts you ahead. But the secret to creating long- term relationships is offering value.

That's the only reason someone would want to connect with you. You've got to have something worthy that you bring to the table, and that is how you build contacts.

So, invest in yourself to get some specialized knowledge. Hone your expertise at every step.

SECOND, REMEMBER THAT GOOD NETWORKING IS ALWAYS ABOUT GREAT LISTENING

The best networking is getting people to like you, and you do that by listening to them.

Face-to-face interactions fail because people do not understand the ground rules. Always combine listening skills with insightful questions. As a person is talking, listen for ideas that can clue you in on how you might add value to the discussion. That's the right way to showcase your ability and be remembered.

"IF YOU SHOW UP REGULARLY WITH GENEROSITY, EVERYTHING ELSE IS GONNA TAKE CARE OF ITSELF."

Seth Godin

CHAPTER 4

FOUR OLD-SCHOOL PERSONAL BRANDING TECHNIQUES THAT WORK LIKE A CHARM



Offline networking still works like a charm. It is one of the fundamental steps to creating a personal brand. Here are four simple techniques that have stood the test of time.

BUSINESS CARDS

Giving out your email address does not work. It is much better to hand out something with your name printed on it.

Business cards are a terrific way to get your contact information in front of others. It is a visual representation of who you are with a logo and a catchy design that stands out.

TAKE ON LEADERSHIP ROLES

Never turn away a leadership position. Being seen in such roles helps elevate your image and boost your personal brand. You'll feel more confident and discover new hidden talents along the way.

PUBLIC TALKS AT EVENTS

Speaking at events gets your name out to people already interested in your expertise. You can search out local events related to your area of interest and pitch. Once approved, prepare an address that adds value and makes an impression.

TEACH A COURSE

Face-to-face classroom teaching is still a powerful way to strengthen your brand. You build your authority and signal that you are an expert.

Here's the best part. You don't have to hold a Ph.D. to teach. Several professionals have developed courses from yoga and cooking to mathematics. Besides scaling your brand, you can earn extra income in your spare time.

"If you don't get out there and define yourself, you'll be quickly and inaccurately defined by others."

Michelle Obama

CHAPTER 5

QUESTIONS TO ASK WHEN EVALUATING YOUR ONLINE PRESENCE



WHAT'S THE ONE THING I DO BETTER THAN ANYONE ELSE?

Take the things you're excellent at and use them in all aspects of work. That's how you deliver value with every interaction, and your excellence is rewarded with high esteem.

Gary Vaynerchuk or Gary Vee is a prime example. He projects himself as a hustle-loving entrepreneur. His personal brand is straightforward. Gary loves marketing. He has a huge following of marketers who love to hear him talk about marketing. He isn't afraid of self-promotion and voices his opinions.

WHAT DOES GOOGLE SAY ABOUT ME?

Google your name and see what comes up. If you don't like what you see, it's time to make some changes.

If you're not appearing in the search results, use the opportunity to craft your presence from the ground up.

WHAT'S MY FAVORITE WAY TO COMMUNICATE?

Pick a medium and choose something you enjoy doing. Maybe you get energized talking through videos or enjoy writing FB posts. The key to success on social media is finding your medium and becoming creative with it.

WHAT STORY AM I TELLING ON SOCIAL MEDIA?

Review your social media profiles and see what story you're telling. Maybe you want to share your thoughts with the world, but you sound frustrated. Your Twitter profile might be full of rants. Perhaps you complain a bit too much, or you're talking too much about your political and religious views. Think about the impression people will form when they consume your content.

WHAT MAKES ME STAND OUT FROM MY PEERS?

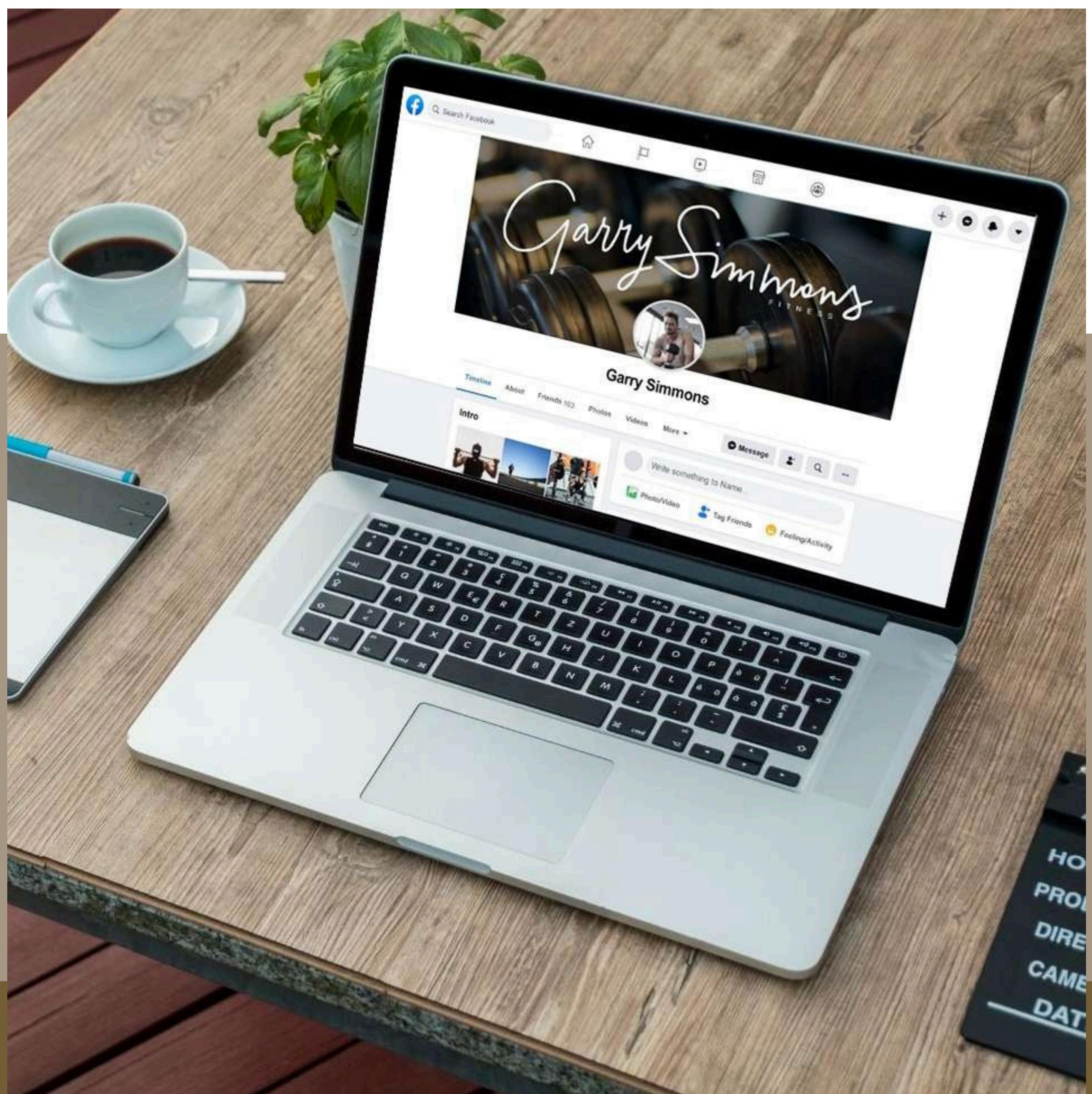
Think beyond your work life. What are the things that make you interested? Talk about the fascinating aspects of your life. Remember, most people want to be connected to those they find interesting.

“Create the highest, grandest vision possible for your life, because you become what you believe.”

Oprah Winfrey

CHAPTER 6

A SIMPLE FOUR-STEP ACTION PLAN TO ESTABLISH YOUR ONLINE PRESENCE



Step 1 - **PICK ONE CHANNEL**

Don't fall off starting too much too soon unless you want to get overwhelmed and lose steam. Pick one social media channel and deliver helpful content. To make it easy for yourself, start with a medium where you have the best shot of getting engagement.

Step 2 - **DOCUMENT YOUR JOURNEY**

With so much advertising noise around us, most audiences hate scripted content. It's better to document your daily struggles and joys through social media. Tell them about what you learned along the way and make everyone curious about what you'll post next.

Step 3 - **TALK ABOUT THE LATEST TOPICS THAT PEOPLE ARE INTERESTED IN**

Keep a watch on what's going on in your niche and post your honest opinion about the same. For example, if you're a realtor, talk about mortgage tips or any new legislation that affects buyers.

The content you post should mix what's going on in your life and industry-related events. The goal is to seem like the two aren't disconnected.

Step 4 - **LISTEN TO WHAT PEOPLE ARE SAYING IN THE COMMENTS**

Respond to all comments. If someone takes the time to engage, take the time to respond. That's how you increase your network and strengthen your personal brand, one step at a time.

This is also an opportunity. You can also reach out to people and request to share your content with their network. That'll help your ideas spread and further build your personal brand.

**"IT'S IMPORTANT TO BUILD A PERSONAL
"BRAND BECAUSE IT'S THE ONLY THING
"YOU'RE GOING TO HAVE. YOUR
REPUTATION "ONLINE, AND IN THE NEW
BUSINESS "WORLD IS PRETTY MUCH THE
GAME,
"SO YOU'VE GOT TO BE A GOOD PERSON.
"YOU CAN'T HIDE ANYTHING."** Gary Vaynerchuk

CHAPTER 7

PRACTICAL WORKBOOK
TO FIGURE OUT YOUR
PERSONAL BRAND



Here's your chance to define your personal brand.

Take some time to think about each of these questions. Your answers would help you manage your choices and reach personal branding goals.

Keep writing until you feel satisfied with your answers.

How would your friends and colleagues describe you?

.....

.....

How do you usually describe yourself professionally and personally ?

.....

.....

What are your top professional strengths?

.....

.....

What kind of problems do you solve?

.....

.....

What are your "go-to" skills to overcome an obstacle?

.....

.....

What type of people are you drawn to?

Which social media platform is the best for you to share your views?

What are some of the common conversation starters you might use?

What are the exact actions you will take to improve your personal branding? (Update my LinkedIn summary, attend three networking events in the next 60 days, e.g.)

REMEMBER, THIS IS NOT A ONE-TIME EVENT

Your personal brand is ever-evolving. The document you have created needs to be revisited many times over your lifetime.

As you grow and develop, your interests will change. You might want to revisit this workbook to refresh or re-evaluate what has worked for you so far.

Good luck and enjoy the journey.

“You can't build a reputation on what you are going to do.”

Henry Ford

CHAPTER 8

14 PERSONAL BRANDING MISTAKES YOU DON'T WANT TO MAKE



Creating a personal brand takes time, effort, and a lot of trial and error. And even when you think you've got it figured out, there's always the possibility that you'll make a mistake. The key is to learn from those mistakes and not repeat them. Possibly, the best way to do this is to take a step back and assess what went wrong. But how can you know what mistakes you're making? Well, here is a list of 14 probable errors that could be hindering your efforts.

Most advice in this section will apply to what happens in the online world. Simply because, in the age of social media, a huge part of personal branding occurs online.

Let's go.

“If people like you they will listen to you, but if they trust you, they'll do business with you.”

Zig Ziglar

1. NOT STARTING RIGHT AWAY

Creating a personal brand is not an overnight process. You must invest time and effort to build a compelling brand. That is why if you're thinking about starting work on your personal brand, the best thing you can do is start today!

You might want to begin with brainstorming about your values, the goals you want to achieve, and the target audience you seek. Then start putting together a plan of action to help you achieve those goals. Remember, personal branding is an ongoing process, so the sooner you start, the better.

2. THINKING PERSONAL BRANDING IS ONLY FOR THE NEW AGE DIGITALLY SAVVY GENERATION

Personal branding is not just for millennials and digitally savvy people. Anyone can start a personal brand at any age. It comes down to sharing your experiences and creating your network one step at a time. And contrary to popular opinion, you don't have to be an expert in social media to start a personal brand. All you need is a passion for what you do and the willingness to share your experiences with others.

So don't let the number of gray hairs hold you back from starting a personal brand. Age does not matter when building relationships and creating connections with like-minded individuals. Just remember to stay true to yourself and be genuine in your interactions.

“Personal branding is about managing your name - even if you don't own a business in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your 'blind' date has Googled your name. “Going to a job interview? Ditto.”

Tim Ferris

3. NOT DEFINING YOUR TARGET AUDIENCE

Most newbies make the mistake of not defining their target audience. That is a recipe for disaster. It is like shooting in the dark. You never know what kind of people may show up! This is not the best way to build a network or a brand. The more you know about your target audience, the better your chance of connecting with them.

In fact, your audience must be composed of people who are interested in listening to what you have to say. Because they are the ones who will help you to achieve your goals. So, take the time to define who you are speaking to.

4. NOT UNDERSTANDING THE POWER OF NETWORKING

In the past, the art of networking was primarily seen as a way to build business relationships. But, in today's digital age, networking is essential for building a personal brand. Fortunately, you can take a few simple steps to prepare for networking success.

First, take the time to research the individuals you want to connect with. Find out what they're passionate about and what kind of content they typically share. Second, make sure your own online presence is strong and exciting. Be sure to update your social profile regularly. Finally, don't forget to follow up after meeting someone new. A simple connect request can go a long way toward solidifying a new relationship.

“All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

Tom Peters

5. TRYING TO BE EVERYWHERE

It's important to be present on a number of social channels, but it's even more important to be strategic about it. Spreading yourself thin across platforms will lead to burnout, which never helps. It's better to focus your efforts on one platform and do it well.

Remember that most newbies starting out don't have a team of experts like established influencers. So choose your first platform wisely, and don't try to conquer the social world all at once.

6. NOT TALKING ABOUT YOUR PERSONAL EXPERIENCES

So you've spent hours crafting your perfect personal brand. Your website, social media profiles, and email signature reflect your unique personality. But then, if you only share content from other thought leaders in your industry. Will people still see you as an expert?

Perhaps. But more likely, they'll see you as someone with good taste in shared content. And that's not a bad thing! After all, sharing is one of the core tenets of social media. But if you want to maintain a robust brand, you must ensure that your experiences are at the forefront. After all, that's what people will remember you for. So don't be afraid to share other people's content—but ensure your story is always front and center.

"If you try to resonate with everyone, "you will resonate with no one."

John Lee Dumas

7. BUYING A PERSONAL BRAND

It's easy to see why buying social media followers might seem like a great idea. What could be easier than paying for a ready-made audience? However, this approach is not effective in building a useful personal brand. For starters, an artificially inflated audience will never provide genuine engagement.

Instead, it is much better to make an effort to locate your target audience. This includes joining offline and online groups and participating in conversations. In addition, you must be active on social media, providing valuable content whenever you see an opportunity. Take the time to build a real connection with your audience. You'll be more successful in the long term.

8. POSTING IRRESPONSIBLY ON SOCIAL CHANNELS

Social media allows you to share your thoughts and feelings with the world. But you also need to be aware of the potentially destructive nature of these platforms. One angry tweet can ruin someone's reputation for life. Your strong political and religious beliefs could easily insult those who don't share your views. This can damage your relationships and, ultimately, your network.

So it's important to be mindful of the impact of your words before hitting "post." Once something is out there, it can be difficult to take back. So if you're furious, take a step back and wait until you're in a place where you can express yourself calmly. Your personal brand will be better for it.

"I consider a good reputation is a great part of human happiness. Some people, if they are very, very rich, can permit themselves certain negligence to their reputations."

Aristotle Onassis

9. BEING IN A HURRY TO MONETIZE YOUR PERSONAL BRAND

When monetizing your personal brand, strike a balance between too soon and too late. If you wait too long, you run the risk of your brand becoming stale or dated. However, if you move too quickly to monetize your brand, you could end up devaluing it in the eyes of your audience.

The key is to wait until your brand has established a strong presence. And then monetize your personal brand when you have a sizable loyal following that you can leverage.

10. OUTSOURCING YOUR PERSONAL BRANDING EFFORTS

Your personal brand is all about you, so it makes sense that you should be the one in charge of it. Yes, you can outsource some aspects of personal branding, such as design. In fact, it's a great idea to use a signature logo and other branding assets. But at its core, your personal brand is about who you are and what you stand for. It's not something that can be created by someone else.

So while you can delegate some important tasks, you need to be the one driving your personal brand. Otherwise, it's not really your personal brand, now is it? No one knows you better than you do! So don't try to be completely hands-off when it comes to personal branding.

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

Warren Buffett

11. PRETENDING TO BE SOMEONE YOU'RE NOT

When starting out, it can be tempting to model your brand after someone else's. After all, they've already been successful, so why not just copy what they're doing! However, it's important to remember that your brand is about you, not somebody else.

Your network needs to see the "real you" in order to trust you. And if you're pretending to be someone else, they'll eventually figure it out. So it is always better to build your brand around your authentic self. Embrace all your craziness and quirks that make you unique—not some fake version of yourself.

12. BEING INCONSISTENT WITH YOUR PERSONAL BRANDING

Have you ever started following someone online, only to realize they're hardly ever active? Or that their content is all over the place, and you can't really figure out what their "thing" is. It's frustrating, right?

Well, that's how your audience feels when you're not being consistent with your personal branding. To build a strong brand, your content must be aligned with your brand. That doesn't mean that you can never talk about random things, but it does mean that the majority of your content should be on-brand. Also, do not forget to consistently present your logo, signature, and other brand credentials.

"Brand yourself for the career you want, "not the job you have."

Dan Schawbel

13. NOT EVALUATING YOUR RESULTS

How do you know whether the right audience is consuming the message you are putting out? Well, it is easier than ever to track the growth of your personal brand. Every social media platform comes with its own analytics suite to keep track of overall engagement. That is where you start.

Checking your brand's analytics regularly will help you adjust your strategy if necessary and ensure that you are on the right track. Just keep tabs on your progress, and don't be afraid to make needed changes along the way.

14. NOT USING BRANDED CONTENT

If you're not branding your content the right way, you're making a big mistake. A [custom logo](#) is a great place to start. If you don't have one yet, create one. Using a professional headshot also makes a solid first impression and encourages people to learn more about you.

Similarly, a handwritten signature can add a personal touch to your communications. And if you regularly post videos or photos online, watermarks are a great way to ensure that your work is properly attributed and that your brand is always front and center. Investing in these simple yet effective digital assets can boost your branding efforts significantly.

**“If you don't give the market the story
“to talk about, they'll define your
“brand's story for you.”**

David Brier

CONCLUDING THOUGHTS:

Personal branding is never about creating an image that is all sunshine and rainbows. It is about being real and vulnerable with your audience. It is okay to make mistakes, but it is important to learn from them and move on. An important aspect is authenticity. If you try to be someone you're not, people will see through it, and your brand will suffer.

Consistency helps a lot as well. Have you ever noticed how some social influencers have a [consistent design](#) across all their social media platforms? Their posts always feature the same colors, fonts, [logos](#), and style. This is no accident. These people understand the power of consistency. By showcasing a unified look across all their [channels](#), they are able to create a recognizable brand. And people are more likely to remember a personal brand that they see consistently, and they are also more likely to trust it.

Lastly, always be transparent with your audience; and they will love to engage with you. Being transparent means being real and relatable. It's about letting your audience see the human side of you. That is how you build trust. People are more likely to connect with you personally and be interested in what you have to say.

Just share your true story, and you will create connections that can last a lifetime.

CHAPTER 9

PERSONAL
BRANDING
CASE STUDIES



If you're looking for personal branding examples, look no further than Gary Vaynerchuk and Dwayne Johnson.

Both men have built themselves into world-renowned personal brands, offering valuable lessons for anyone looking to do the same.

Let's take a look.

“Be Yourself, Everyone Else is Already.”

Oscar Wilde

GARY VAYNERCHUK

Gary Vaynerchuk is the founder of [VaynerMedia](#), a social media agency with over 1.5 million followers on Twitter. Love or hate him, but one needs to appreciate how Gary built his personal brand from scratch. He is a fantastic storyteller, a hustler, and a marketing expert to millions around the world.

Among a multitude of things that Gary does today, his digital agency VaynerMedia boasts several Fortune 500 clients. Gary is also an NYT bestselling author and an early investor in companies like Twitter and Tumblr. And all things that he has achieved so far have primarily been because of the personal brand he built. Clearly, Gary knows what he's doing, and we can learn a few things:

1. Know your strength: Gary likes public speaking and is not afraid to put his name out there. He's opinionated and knows how to present that opinion. His communication skill is his biggest strength, which he has consistently used across all social media channels.

2. Authenticity matters: Gary is known to be honest and truthful in a noisy world filled with thought leaders ranting about mundane stuff. He doesn't borrow opinions from other people. His personal brand is authentic and based on his own life experiences. And he is never shy about publicly discussing his failures.

3. Think long-term: A personal brand can lead to monetary success, but that must not be the aim in the short term. Most audiences will call you out for selling. As Gary Vee says himself, "I'm building for the long term because I think it's about the brand. So many of you are in it for the quick sale, and you are going to be forgotten."

"It's important to build a personal brand because it's the only thing you're going to have. Your reputation online, and in the new business world is pretty much the game, so you've got to be a good person. You can't hide anything, and more importantly, you've got to be out there at some level."

Gary Vaynerchuk

DWAYNE JOHNSON

Dwayne Johnson, or “The Rock,” is an ex-WWE wrestler and now a Hollywood superstar with a successful production company and even a popular YouTube channel under his name. He also represents a lifestyle brand he has created from scratch. His social media following is in the millions.

Clearly, Dwayne stands out with his personal brand, and his appeal is off the charts. His movies make billions. He was once paid [\\$1 million](#) for promoting his own movie. If that's not enough, he monetized his personal brand and social media following at the right time by launching his own tequila line, Teremana. There's a lot to be learned here. Here are three major takeaways that stand out:

1. “The Rock” is relatable: From his early wrestling days, Dwayne used to refer to himself as a people champ. His personal brand has always been relatable to the common people. When he shifted his career to go to Hollywood, his films were not artsy type movies that nobody watched. Instead, his movies were meant for common people, for a family visiting experience. All his social media channels, including his movie promotions, come down to being relatable to the end audience.

2. Appreciates his past and embrace the challenges he faces: Dwayne is always associated with causes and charities and often refers to his struggling days. He talks about his failures in his interviews. It's a lesson for people who have just begun with their personal brand. Never forget where you come from. Talk about your failures, learning, pitfalls, and achievements so people can see the entire spectrum of being a human.

3. He aligns his brand with his passions: Dwayne always ensures he aligns his brand with something his audience will find exciting and believes in. He endorsed VOSS water. VOSS is related to fitness and working out. Under Armour, the performance apparel company launched the [Project Rock Collection](#). Again, it is related to fitness. Notice how all these projects feel like a natural extension of all things that Dwayne and his followers love.

**“For better or for worse, our company is
“a reflection of my thinking, my character,
“and my values.”**

Rupert Murdoch

WHAT YOU CAN LEARN FROM GARY VEE

First, it's essential to be genuine when building your brand. People can see through inauthenticity, making it harder for you to build trust with your audience. So be yourself, and let your personality shine through in your content. This is one of the things that Gary does so well. He's never afraid to be himself, and as a result, he comes across as genuine and relatable.

Second, Gary Vaynerchuk is known for his interest in others. He's always asking questions and trying to get to know people on a deeper level. This helps him create connections with others that are authentic and long-lasting. When you're genuinely interested in others, they can sense it and are more likely to be interested in you.

WHAT YOU CAN LEARN FROM "THE ROCK"

First and foremost, when Dwayne Johnson first started in Hollywood, he made sure to pick roles that would appeal to his wrestling fan base. He also stayed true to his persona as "The Rock,"-a larger-than-life figure who is always upbeat. As his career progressed, he started branching into other genres and taking on more serious roles. However, he always maintained his core brand identity of being a friendly and approachable guy who knows how to have a good time. It helps when your network or social following sees you as one of them.

Second, it never hurts to be nice! Dwayne is always nice to everyone, especially to his fans. If you keep these things in mind, you could be well on your way to building a successful brand.

WHAT YOU CAN LEARN FROM BOTH LEGENDS

Personal branding is also about more than just self-promotion. Vaynerchuk and Johnson are known for their willingness to engage with their fans and deliver value. Both men have the ability to connect with their audience and create an emotional connection. Both have built their brands on the back of consistent content production. Whether it's Vaynerchuk's daily Snapchat stories or Johnson's weekly workout videos, they both maintain a steady output of content that their audiences can rely on.

Finally, they both have strong visual brands that are immediately recognizable. Vaynerchuk's colorful clothing and Johnson's muscular physique are both parts of what makes them so memorable.

**“People do not buy goods and services.
They buy relations, stories and magic.”**

Seth Godin

CHAPTER 10

HOW ATRIUM CAN HELP



IN A NOISY WORLD, THE BIGGEST CHALLENGE IS TO BE TOP OF MIND

Your personal brand includes many key tangible branding elements. A few examples include your business card, signature, and logo. You can also go one step ahead and watermark your photos and videos for social media.

When done right, these elements allow people to connect with you. That is where Atrium comes in. You can easily find a pool of creative branded assets to complete your personal brand.

"Discover the Power of Handwritten Logos for Your Brand"

In today's digital age, a handwritten logo exudes a sense of trustworthiness that resonates with your audience. Imagine using this authentic mark on your email signatures, social networks, and important documents, leaving a lasting impression on those you engage with.

Experience the Power of Branding Services:

- Branding Packages
- Brand Identity Design
- Logo Design
- Brand Identity Guidelines
- Mission, Vision, Values
- Slogan
- Photography
- Social Media Kits
- Email Signature

Choose Atrium Visual today, and let our services amplify your brand's uniqueness and appeal across all platforms – online and offline.

NOW YOU HAVE PLENTY OF OPTIONS TO START

Designing your personal brand takes much work. That's the problem that Atrium Visual solves. There are many more products like high-quality animations in the pipeline.

You can use these products to create a personal brand, giving people around you a memorable sense of who you are. [Check out the complete product line.](#)

Time to take up your space in the world with both visual and written elements at hand.

Start right away.

“Design is the silent ambassador of your brand.”

Paul Rand

CHAPTER 11

BONUS: USING VIDEO TO AMPLIFY YOUR PERSONAL BRAND



In a few years, videos have gone from being a niche form of entertainment to the most popular form of media. Social influencers have further helped to make video platforms more mainstream. Online streamers and e-Sport gamers use virtual avatars to compete in online tournaments. And with more people than ever before consuming content on their phones and tablets, video will be the perfect medium for delivering engaging content—offering a tremendous opportunity for personal branding. Here are a few custom touches you could add to your video content:

- Video / Live streaming Watermark
- Signature logo for watermarks
- 4k Opening Bumper / Intro Video
- Signature logo animation
- YouTube watermark
- YouTube intro and outro

By adding these delicate touches, you can make your brand stand out. This is especially important for service providers like real estate agents, vloggers, and photographers who rely on their online presence to promote their businesses.

Whether you're posting cooking tutorials or vlogging about your latest vacation, adding a watermark with your name or logo is a great way to ensure that people will always associate those videos with you.

And, of course, don't forget to sign off with a logo design in youtube intros/outros to help people remember who you are long after they've finished watching your video. Besides, watermarks can also help to protect their content from being stolen or reused without permission—so it is a win-win in every way.

"I've come to believe that each of us has a personal calling that's as unique as a fingerprint – and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you."

Oprah Winfrey