



**"I ABSOLUTELY RECOMMEND HIM TO ANYONE  
LOOKING FOR A TOP LEVEL EXECUTIVE COACH."**

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# **BUILDING YOUR PERSONAL BRAND ONLINE AND OFFLINE**



**PETER BOTTING**



# **BUILDING YOUR PERSONAL BRAND ONLINE AND OFFLINE**

## **HOW TO BE RECOGNISED, REMEMBERED, AND RESPECTED WHEREVER YOU SHOW UP**

Your personal brand isn't a logo, tagline, or follower count: it's your reputation.

It's what people say about you when you leave the room, and what they see, hear, and find online: when you're not in it.

In today's world, influence is built in pixels and in person.

This eBook shows you how to unify both, so the "real-world you" and the "online you" tell the same powerful story.



# THE NEW REALITY OF PERSONAL BRANDING

You already have a brand, whether you've designed, or like it, or not.

The question is: does it match what you want to be known for?

Your goal isn't to be famous. It's to be findable, credible, and consistent.

Let's build that deliberately, step by step.



# DEFINE YOUR CORE NARRATIVE

You can't brand what you can't describe.

Write one sentence that sums up who you are, what you do, and why it matters.

If it doesn't fit in a 40-character tweet, it's not clear enough.



# IDENTIFY YOUR DIFFERENTIATOR

Ask: What do I do or see differently from others in my field?

That's your brand edge.

It's not what you do: it's how and why you do it.



# ALIGN ONLINE AND OFFLINE PRESENCE

The biggest credibility killer?

Inconsistency.

Your tone, image, and story should match, whether someone meets you on LinkedIn or in a boardroom.



# OPTIMISE YOUR DIGITAL HOME

Your LinkedIn profile, website, or portfolio is your public handshake.

Keep your photo professional, your headline specific, and your “About” section human and confident.

Every word should say: “I’m current, credible, and capable.”




# CURATE, DON'T JUST POST

Quality beats frequency.

Share insights that demonstrate thinking, not just activity.

Your posts should help, teach, or inspire, not just “perform.”

People remember the value you add, not how often you add it.




# CONTROL YOUR GOOGLE FOOTPRINT

Search yourself.

What appears is your digital reputation.

Update bios, remove outdated content, and ensure your top search results tell the story you want told.



# CRAFT A SIGNATURE LOOK AND VOICE

Consistency builds trust.

Choose a visual and verbal style that feels authentic, from the clothes you wear to the words you use in emails.

You don't need to be flashy.

You need to be recognisable.



# BUILD A THOUGHT LEADERSHIP HABIT

You don't need a massive audience, you need credibility with the right one.

Write short posts, comment intelligently, and join relevant discussions.

Thought leadership isn't about ego, it's about service through insight.



# SHOW UP IN REAL LIFE

Conferences, networking events, and meetups matter.

The handshake still outranks the hashtag.

Be visible where influence gathers, and follow up digitally the same day.



# BE KNOWN FOR RELIABILITY

Brand isn't just style; it's substance repeated.

When people can predict the quality and integrity of your work, trust compounds.

Consistency creates character, and character creates brand.



# PRACTICE MICRO- BRANDING DAILY

Every email, meeting, and comment is brand exposure.

Be intentional about tone, clarity, and follow-through.

Reputation is built in touch moments, not campaigns.



# GATHER TESTIMONIALS AND ENDORSEMENTS

Social proof builds credibility faster than self-promotion.

Ask past managers, peers, or clients for endorsements that highlight specific impact, not just adjectives.



# TELL STORIES, NOT STATS

People connect with humanity. Stories are human.

Share case studies, challenges, and lessons, not just achievements.

Authenticity builds relatability; relatability builds connection and influence.



# MANAGE YOUR OFFLINE WORD OF MOUTH

Your reputation circulates in conversations you'll never hear.

Be professional, generous, and composed, especially when it's inconvenient.

That's when brand character shows up.



# NETWORK INTENTIONALLY

Don't collect contacts. Cultivate advocates.

Reach out to three meaningful connections a week, to share, support, or collaborate.

Relationships are brand architecture.



# EVOLVE WITH YOUR INDUSTRY

Your brand isn't static.

Keep learning, adapting, and updating how you present yourself.

The best personal brands grow as their expertise grows.



# ALIGN YOUR ACTIONS WITH YOUR MESSAGE

If your brand says “strategic thinker,” don’t just post other people’s quotes, publish *your* insights that show it.

If it says “innovative leader,” demonstrate experimentation.

Your actions done must validate your adjectives claimed.



# SHOWCASE ACHIEVEMENTS GRACEFULLY

Self-promotion is an art. Frame your wins as shared victories:

“Proud of what our team accomplished this quarter – especially [specific result].”

Visibility without arrogance is magnetic.



# MONITOR AND REFRESH QUARTERLY

Review your profiles, bios, and elevator pitch every three months. At least.

What's outdated? What's missing?

Your career evolves, your brand should too.



# **BUILD LEGACY, NOT JUST LIKES**

The goal isn't temporary attention.

It's long-term trust.

Build a brand that outlives algorithms:  
grounded in credibility, kindness, and clarity.




# ATTENTION PROFESSIONALS: HOW TO STRENGTHEN BOTH WORLDS

## **Online:**

- Post with purpose, not pressure.
- Show your thinking, not your title.
- Engage more than you broadcast.

## **Offline:**

- Be early, prepared, and attentive.
- Listen more than you talk.
- Leave people feeling seen, that's how they remember you.



# ATTENTION LEADERS: HOW TO ENCOURAGE BRAND-BUILDING IN TEAMS

## **1. Reward Visibility, Not Vanity.**

Encourage employees to share achievements, insights, and learnings - without ego.

## **2. Make Branding a Culture of Pride.**

When your people build their brand, your company brand strengthens too.

## **3. Model It.**

Show your own authentic online presence - humility and humanity set the tone.



# FINAL THOUGHT

Your personal brand isn't about being known by everyone. It's about being trusted by the right people.

Online, offline, or in conversation heard or unheard, every impression is a chance to reinforce who you are and what you stand for.

When your story, presence, and actions align, your name becomes your reputation.

And that's a brand that sells itself.

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Peter Botting

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