

TEJ SINGH

# PERSONAL BRANDING DAY

*Tej Talks*  
SINCE 2018

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**"A PERSONAL BRAND IS WHAT  
PEOPLE SAY ABOUT YOU,  
WHEN YOU AREN'T IN THE  
ROOM"**

**- JEFF BEZOS**

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# Why you need a brand.

## The reasons are endless.

- Builds trust, credibility and likeability in one single place to a large number of people
- Opens up opportunities, if you're a pro cheese maker but nobody knows, are you going to get gigs?
- More deals and more money will come your way
- Allows digital asset creation > sales > income > working from a beach
- Gary V says it's the most important thing to build right now





# **4 PILLARS OF BRANDING**



**CONSISTENCY**

**VALUE**

**PERSONALITY**

**VISIBILITY**

9AM START

**THIS IS WHAT WE  
WILL COVER:**

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# Theory

WHAT DOES 'BRAND' MEAN

THE RESULTS OF A STRONG  
BRAND

YOUR MINDSET BLOCKS

DEEP DIVE INTO YOUR  
PERSONALITY

HOW TO APPLY THIS TO YOUR  
BRAND

POWER OF ENGAGEMENT



# Visual Assets

LOGO DESIGN

COLOURS

PERSONAL STYLE

FONTS

PICTURE STYLE

WEBSITE

# Accounts

ACCOUNT SET UP ACROSS 3  
PLATFORMS

LIST OF PEOPLE TO FOLLOW  
FROM DAY 1

FB GROUPS TO JOIN

BEST PLATFORMS TO USE AND  
WHY

HOW TO OPTIMISE YOUR  
ACCOUNT

EXAMPLES OF STRONG  
PROFILES



# Content

WHAT CONTENT IS

WHY IT'S CENTRAL TO YOUR  
BRAND

DOCUMENT VS CREATE

'HOW TO'

- TAKE PICTURES
- MAKE VIDEOS
- WRITE COPY (FREE GIFT)
- PLAN CONTENT
- HARD/SOFTWARE

# Activity

WHAT, WHEN AND WHERE TO  
POST

BUILDING ENGAGEMENT

'BRANDTIME'

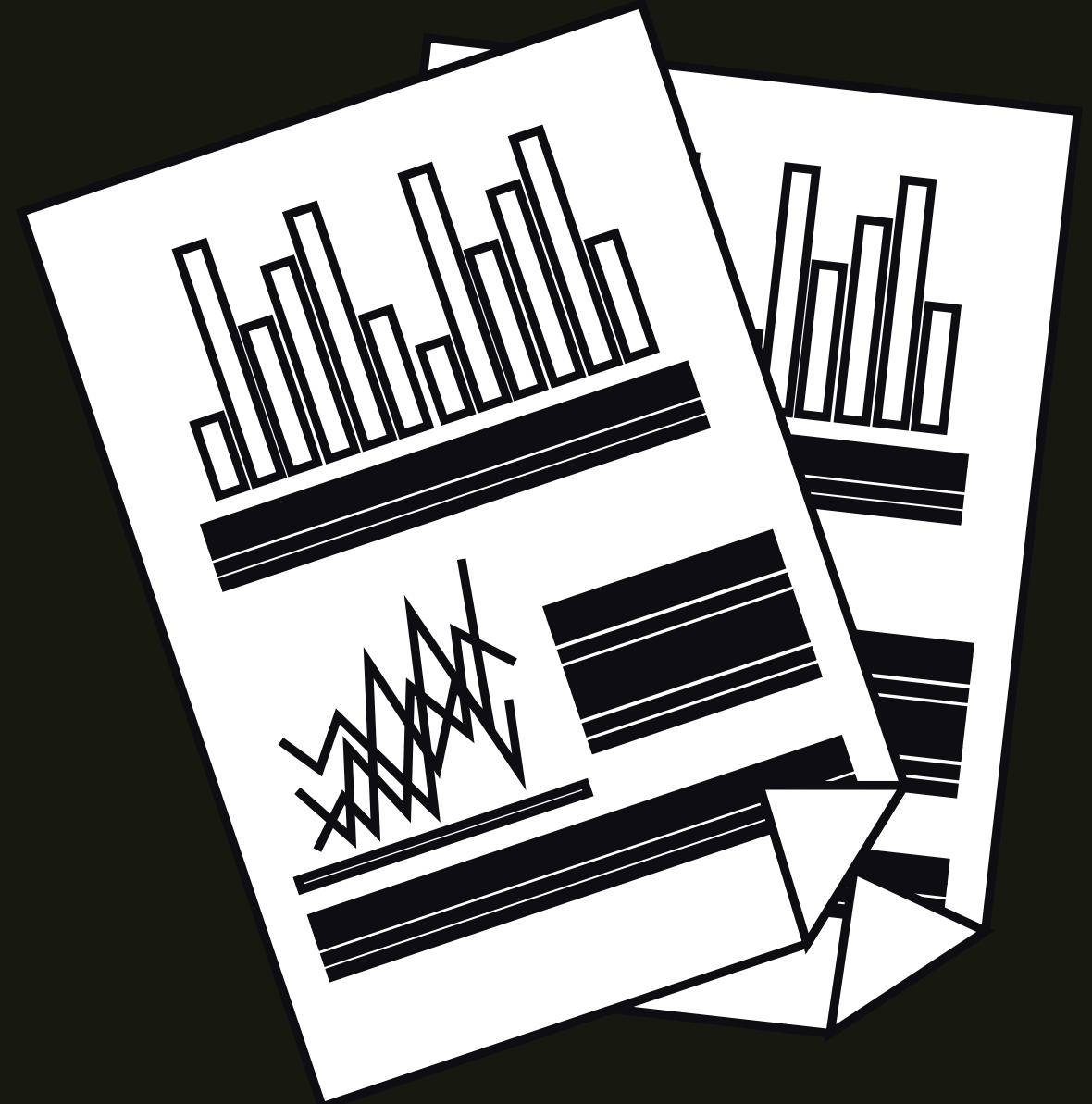
SCHEDULING YOUR POSTS

USING VIRTUAL ASSISTANTS OR  
DIY

# Analysis

## & Improvement

This is the final element and ensures you keep creating solid content, that builds engagement.



**This day equips you with a complete understanding of brand; the knowledge to execute, assets to boost your success and attract investors.**

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**YOUR INVESTMENT FOR 1 DAY: £SPEAK  
TO ME**

07934 063 722 // TEJ@BRICKSANDMORE.CO // TEJ.TALKS

**LET'S TALK!**



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