

HOW TO BUILD A PERSONAL BRAND

HERE ARE 5 WAYS TO IMPROVE YOUR BRAND



1.) BE YOURSELF

Tej Talks
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People like honesty, so don't pretend to be someone you assume people will prefer. We are unique, life's too short to not be yourself and embrace your personality. Show us who you really are; dry humour? cat lover? cheese maker? Nissan Micra enthusiast?

2.) BE CONSISTENT

Don't sit on Facebook all day, watching cute puppy videos (as fun as this is). Set aside 30 minutes a day, in the evening, to utilise Social Media. Like things, comment on pictures, engage with people, congratulate them, DM people and compliment people. Simply put, be visible. You want people to recognise you and your quirks.



3.) DOCUMENT DON'T CREATE



So many people complain that they don't have the time to create content, and how do you think of all these ideas? Look at it differently, if you're documenting your journey then it won't feel like a chore. An instagram live when you're on-site, a tweet when a builder lets you down, a quick video on your latest refurb etc.

4.) UNDERSTAND YOUR COMPETITION

To clarify, this isn't a race, there's plenty of space and money in the world for us all to be happy and have an influence, so work together. BUT, keep an eye on people in your space and the key players, there is plenty to learn from them and how they work.



5.) BE APPROACHABLE



Leave your ego at the door. Ain't nobody got time to be listening to narcissistic, egotistical and boastful posts online. Donald Trump does this enough for everyone, hah. Be a nice person, don't act bigger or better than others. Some of the worlds biggest influencers (GaryV, Ed Mylett etc) come across very approachable, right?

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