



GET STARTED WITH PERSONAL BRANDING

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Let's get started

With the pandemic striking the globe, the job market is taking heavy tolls on the existing and upcoming university graduates. With firms are laying off workers, it's high time undergraduate students and young professionals start working on their personal brands. In addition to skill development, personal branding is another vital element that'll play a big role in supporting the careers of young people.

With the help of Sohan and Rafeed, I prepared this short e-book where you can find the most important hacks to grow your personal brand.

In case you didn't attend any of our webinars before, or you don't know what hacks to implement right away, I believe that this book will help you do that.

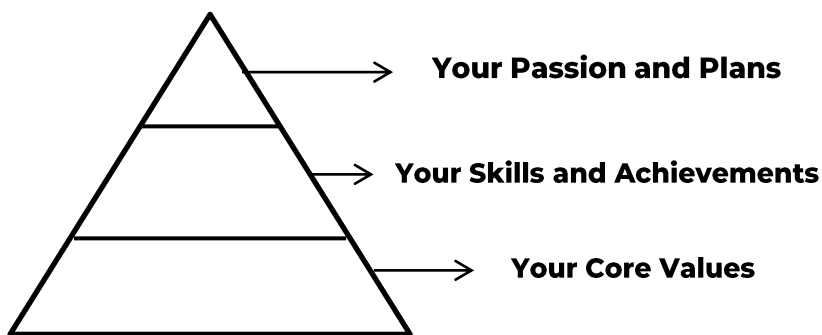
A handwritten signature in black ink, appearing to read 'Tajdin', with a horizontal line above it.

Md. Tajdin Hassan

Building the Foundation

Building a strong personal brand isn't just about building a persona, it's about building a credible and trustworthy persona.

In order to build that persona, you need to get started by preparing the foundation of your personal brand.



Your Core Values

What do you believe in? What values do you promote and stand for? Are there things that you stand against? What vision and message do you promote through your core beliefs?

Your Skills and Achievements

Be it Certifications, Awards, or Credentials from credible people, what skills and achievements do you want to share with your people, to enhance your credibility?

Your Passion and Plans

What plans do you have, related to your area of passion? What interests do you have, other than your work?

Creating your own Website

Be it a client, fan, well-wisher, or anyone who can be a potential follower of your personal brand, having a website in this era of digital is mandatory. From creating a first impression and providing a basic level of understanding about who you are, to having elements that will convert the visitors into loyal followers and clients, your website will play a vital role.

Let me break a few myths. You don't need to be a coder,, or need to spend big time to build your website. From Wix, Weebly, Wordpress to a never ending list of platforms that offer you free website building, creating a website has never been easier.

However, if you want your own customized domain, more storage options, and other features that are not mandatory but optional, then you can always spend on your website. Here are a few must-have components for your website.

Your Basic Identity:

Your name and your profession, along with the basic elements of your persona that are essential to describe who you are.

Your Value Proposition:

Your set of achievements, along with how you do what you do.

Your Portfolio, Content, and Credentials:

What are some examples of your work? What type of content have you made that you've promoted on social media?
Is there anyone who said good things about you?

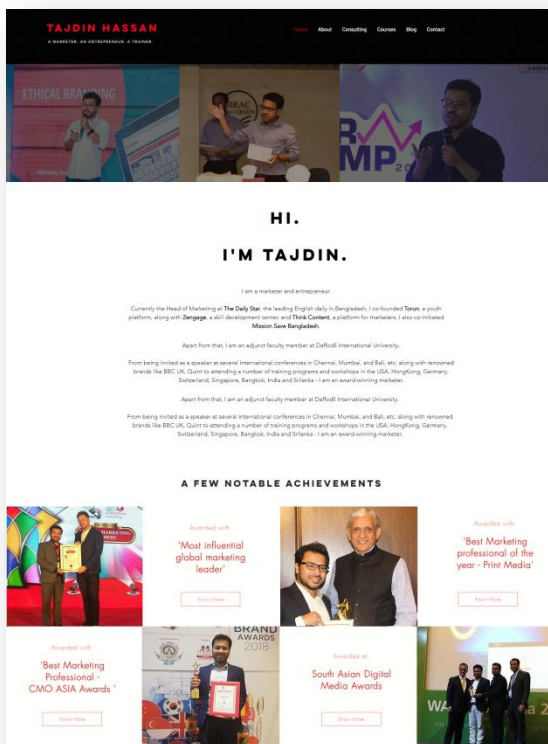
Your Contact

Are you okay with sharing your personal e-mail and phone number? If not, then what are the other ways through which your visitors can contact you and send a message? Have you included a form they can fill up to reach out to you?

Your Call-To-Action

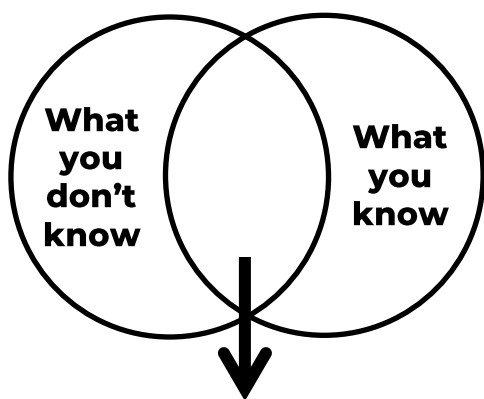
Be it your client, or a regular visitor, give your visitors a clear resolution, about what they should do now after knowing about you. Are they immediately going to contact you? If they don't, are they supposed to follow you on your social media? Below, you can see a cropped shot of my (Tajdin's) personal website –

www.tajdinhassan.com



The Point of Transparency

Have you heard of Keanu Reeves? If you come across a piece of news that states something bad about him, would you not hesitate to believe that at first? It's because you trust him a lot. Now think of this, if you come across a news content that states something good and unbelievable about a politician that you hate a lot for his/her bad traits, would you not similarly refuse to believe in that? That is the thing.



**What everyone knows
(The Point of Transparency)**

There are things that you know about yourself, that not everyone knows. There might be bad things about yourself, like your messed up sleeping schedule, some health related problems, and other things that we usually keep to ourselves.

Most of the things are in the point where two of the circles are intersecting, where you as well as your followers know about you. Who you are, what you do, what are your core beliefs. It's important that you be genuine and trustworthy, so you put things from 'what you know' to the point of transparency. If you believe that there are good things about you that you want your followers to know for a beneficial outcome, do that. However, you might keep some things to yourself, like your last donation, which you don't want to disclose in the public.

There's another interesting portion in this diagram, and that is, 'what you don't know'.

That's right. Your audience might be noticing things about you which you are not realizing yet. For example, you might probably be speaking too fast in your recent videos, which probably you didn't notice due to lack of attention, but your audience did.

What if there are things that your audience wants you to know, so you can work on those and improve your personal brand, or performance? That is why, taking feedback from surveys, through interactive content, via responsive means from your audience is crucial.

Let your audience know that you are listening to them, to improve yourself. There might be insights from your audience which you probably didn't think of yet.

The 5B's of Personal Branding

Here are the 5B's of Personal Branding that will ensure the crucial ingredients to build your personal brand.

Build Expertise

1. Reach out to Industry Experts and build a network.
2. Take courses, specializations and relevant certifications
3. Apply all the learning in your work and promote that
4. Follow a routine and track of your development

Be Relevant

1. Make sure your content are relevant to your relevant area of work, and audience
2. There's no limit. Keep upgrading yourself.
3. Create a curated network by connecting with relevant people.

Be Consistent

1. Be consistent with your content, response, and work.
2. Be consistent with your tone.

Be Authentic

1. Do not promote what you are not.
2. Showcase the achievements that you actually have.
3. Give credit to someone else if you're sharing their content.

Be Available

1. Respond to comments, queries, messages (as much as possible).
2. Create/Share interactive content.
3. Connect with multiple platforms

Pyramid of Personal Branding

The pyramid of Personal Branding is an original model we have developed. Just like a real pyramid, it has an exterior and interior. You need to work on all three exterior points to gain visibility a strong personal brand. The interior will support your brand's existence.

The three things that your brand's audience experience are –

Performance

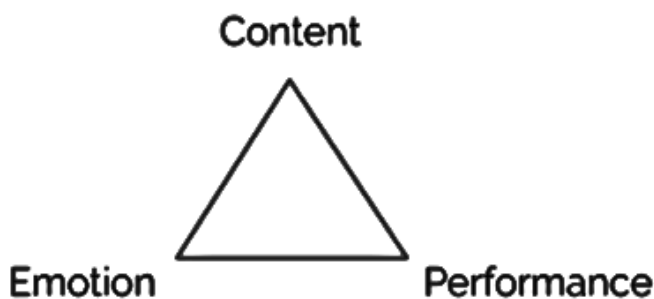
If you're not good at what you do, your brand will be like a castle in the air. It won't last. For gaining credibility, you must develop your expertise. Getting certifications is another way to show your growth. Posting your awards and achievements on social media will also help you. This is one part of the base of your personal branding pyramid.

Emotion

The other end of the base of your personal brand is made of the emotions that your brand triggers. What promise does your brand make? Happiness, joy, peace, ambition, pride, excitement, anger, compassion, melancholy, nostalgia - positive or negative, there can be many more emotions. Which ones do you want to create with your brand? Choose it wisely.

Content

What kind of content can you make given your resource and expertise? Video, graphical content, Facebook status, stories, photos, memes, GIFs – and many more options are there. Choose the ones that you can produce at scale. Then, make a content calendar and follow it.



Fame or Freedom?

It's vital that you know your priorities for your brand.

Are you seeking to be more popular? Or are you seeking to get more respect? To become a thought leader? Or a mix of both?

Based on your answer, you will need to set decide on these:

Topic Selection – will your brand be talking about every issue or focus on selected ones?

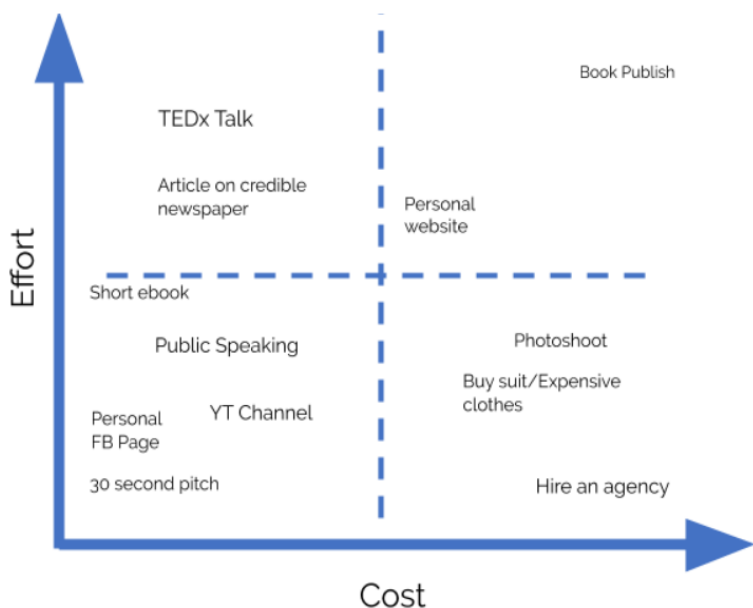
Uploading frequency – everyday or twice every week or every month (choose at your convenience)?

Trending or Evergreen? – Will your brand talk about every trending topic or only work on content that has appeal in all the seasons?

Mass or Niche? – Will your brand be attracting a large group of people or a niche?

Many platforms or Selected platforms? – Will your brand be visible in multiple social media platforms or will it be visible in a few selected ones?

Cost vs. Effort



How much cost and effort do I put behind the different components to build my personal brand?

The answer is, it depends on your schedule, your financial capabilities, as well as your willpower.

If you believe you can give enough money and effort to publish a book, that's the perfect choice.

However, you might be someone who is willing to pay a lot, but you're facing time management problems, which is why you can even hire an agency.

If you look at the model above, you can look at some of the important components that you can use, with a good utilization of both cost and effort.

ABOUT THE AUTHORS



MD. TAJDIN HASSAN

Tajdin is a marketer and entrepreneur.

Currently the Head of Marketing at The Daily Star, the leading English daily in Bangladesh, he co-founded Torun, a youth platform, along with Zengage, a skill development center, and Think Content, a platform for marketers. He also co-initiated Mission Save Bangladesh.

Apart from that, he is an adjunct faculty member at Daffodil International University. From being invited as a speaker at several international conferences in Chennai, Mumbai, and Bali, etc. along with renowned brands like BBC UK, Quint to attending a number of training programs and workshops in the USA, HongKong, Germany, Switzerland, Singapore, Bangkok, India and Srilanka – he is an award-winning marketer.



RAFEED ELAHI CHOWDHURY

Rafeed Elahi Chowdhury is looking after the content and product team at Torun, a platform for the youth. Apart from being a student at North South University, Rafeed writes poetry and fiction pieces. He also takes classes on Creative Writing at Zengage, a skill sharing platform. He aims to work in the area of marketing once he graduates.

ABOUT THE AUTHORS



MD. SOHAN HAIDEAR

Md. Sohan Haidear is a Licensed **NLP Practitioner and Soft Skills Trainer**. He is the founder and CEO of Smartifier Academy, a company that focuses on boosting people's productivity.

Smartifier Academy aims to enhance the performance of young professionals and students by developing their meta learning skills. So far more than 3000 young professionals and students have been trained by Smartifier Academy.

He is also the **Chief Corporate Trainer at Zengage BD**. Besides being a trainer, Mr. Sohan is also a writer, filmmaker, and singer. An avid learner, Mr. Sohan finished his **MBA from IBA, University of Dhaka**. He has also studied practical film making from the University of West London and BBA from North South University. He has completed 25 online courses and created more than 200 educational videos for different platforms. He started his career in the digital marketing field and has worked in the leading national English daily, The Daily Star. He also collaborates with 10 Minute School & Finding Bangladesh.

Within two years of working as a full-time employee in the field of Digital Marketing, he had won **2 South Asian Digital Media Awards** along with his team at The Daily Star. In the wake of the 4th Industrial Revolution, he realized the vital importance of developing the soft skills of today's youth. That is why he started his company, Smartifier Academy, so that we can develop our skills faster and achieve our dreams.