




# The anatomy of personal brand

*Credit → Best Branding Solutions CEO, Tara Lafon Gooch & Brand Orchestrator CEO, Amine Hammou.*

## We identify as:

- Your personal brand doctors
- Some heroes wear caps, we wear glasses
- We are you, the unseen introverts who were able to build a community through their personal brand and become seen.
-  Work with Amine Hammou

Inspiration

## ▼ What are the odds of you being alive?

- One in 4,000 The odds of you being in a car crash, but you still drive
- One in 3.7 million. The odds of you being in a plane crash, but you still take the flight

- One in 8 million. The odds of you winning the national lottery, but you still buy the ticket
- One in 400 trillion. The odds of you actually existing and you still sit here and question whether your life is worth living

## ▼ Myths around personal brand

- Personal brand ≠ selfish brand
- Personal brand isn't about your personal life
- Personal brand isn't personal bragging
- Personal brand isn't about showing your face/body in exchange of growth
- Personal brand is not about selling your soul for influence in order to gain status.
- Personal branding isn't packaged or cheap
- Personal brand is not about growing followers or posting content on social media
- **A personal brand is not necessarily “just” about you → You have to be interested in order to be interesting**

The intro

## What's a personal brand?

### ▼ Data

- Stephen Curry is about to sign a \$1 Billion lifetime contract with Under Armour.
  - They are using his interest in golf to promote and sell golf clothes even if he's a basketball player.

- Tesla would not be Tesla without Elon Musk
  - How many people follow Tesla → 19.4M
  - How many people follow Elon → 129M
- When Elon Musk tweets, the market goes up or down in shares! that's how powerful a personal brand is
- Apple would not be Apple without Steve Jobs
- GaryVee

## ▼ Definitions

- **A personal brand is the digitalization/digitization of a reputation — Rory Vaden**
- A personal brand is a person's ~~customer's~~ gut feeling about a ~~product,~~ ~~service,~~ or ~~organization~~ you.
  - Personal branding is the activity to influence that feeling.
- It's to show up in business as your authentic self / who you are.
- Your personal brand is your landing page, your google searchable index. — Tara

## ▼ Personal (brand) pillars

- Respect
- Authority
- Reputation
- Voice
- Character
- Leadership
- Influence
- Craft — good & hard work

- Mastery
- Thinking
- Positioning

## ▼ Why is it important

- Builds reputation
  - Build a reputable identity
- Influence credibility
- Commands authority
- Stand out from the crowd
- Become the obvious choice
- Influence trust for decisions
- Leverage better relationships
- Attract the right people and opportunities
- Accelerate your ~~business growth~~ impact

The lesson

## ▼ The anatomy of personal brand

*Credit: Anks Patel (the inner flow)*

1st monopoly is a given

**Character traits (personality) → Blood & DNA**  

Character is the architect of achievement - Mark Twain



**Beliefs →  Brain ⇒ Identity system**

2nd monopoly is planted like a seed

▼ **IKIGAI → Reason for being**

**Purpose → Heart  / Seed  → Naturally who you are without thinking**

→ Who you are is what you're trying to do to move forward

You need a purpose or else you'll be assigned one.

The difference between a sheep and a human being, is that one is assigned a purpose and the other creates one.

Fulfillment = Starts with purpose

When do you know your purpose is right/true? when no one can persuade you to change it, not even yourself.

**Vision → Eyes  → Where we're trying to go**

- You can't have a vision without a purpose
  - Purpose is always connected to your vision, so flip it, what's the connection?
- **When we know where we are going, we will know how to get there,**
  - When we know the vision, we will know the mission.

**Mission → Hand  → What we're trying to accomplish.**

→ It must get us closer to the vision

**Story → Mouth 🗨️ → your narrator, your frame and lenses of reality**

→ It's the public speaker, the sales rep, the marketer of your vision & mission!

**Values → Lungs (air & blood pump) 🫁 → guide everything you do**

→ Every decision you make, every goal you set, **they drive the vehicle.**

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**— The purpose is the road, the vision is the destination, the mission is the vehicle, and the values are the driver.**

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3rd monopoly is found/discovered

**Passions, Curiosities, Interests = Explorations →**

→ Things, people, activities, hobbies that we want to spend time with —  
fundamental joy

4th monopoly is built / orchestrated

**Skill, Craft →**

→ The obsession and pursuit of developing mastery in a topic of “interest”  
→ Mastering a passion or interest

5th monopoly is nurtured like a garden

**Lifestyle, Community = People → Garden**

→ The environment that forces habits of change in order to increase the likelihood of achieving success

## ▼ The personal/mental monopoly

### The mental monopoly (digital real estate)

Credits: Dan Kao, David Perell

<https://perell.com/note/build-a-personal-monopoly/>

<https://thedankoe.com/the-one-person-business-roadmap-99-of-creators-make-this-mistake/>

<https://thedankoe.com/how-to-profit-from-solving-your-own-problems/>

<https://youtu.be/4pm5C3erORo>

<https://youtu.be/iHGvsDGj1SI>

A **personal monopoly** is your unique intersection of skills, interests, and personality traits where you can be known as the best thinker on a topic and open yourself up to the serendipity that makes writing online so special. — David Perell

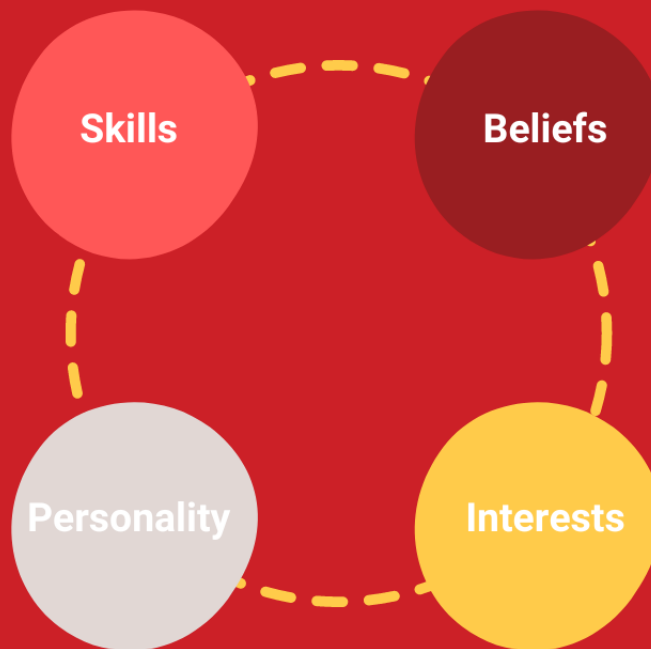
The Internet enables eight billion monopolies. – Naval

Personal monopoly = skills + beliefs + character traits (alex hormozi)

Personal monopoly = skills + interests + personality traits (David Perell)

Personal monopoly = skills + passions / curiosities + personality traits (Dan Koe)

# ***Personal Monopoly***



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The personal brand monopoly → BICEPS 💪 = Beliefs, IKIGAI, Character-traits, Exploration, People, Skill.

# *Personal Brand Monopoly*



Some Personal Monopolies are more valuable than others, so think like an investor.

Pick a small, but ever-growing market and learn everything you can about it. Build expertise before the other settlers arrive. All you need is a tiny, but lucrative sliver of intellectual real estate.

Say you want to build a Personal Monopoly around teaching math through humor: You'll make \$50,000 as a 3rd-grade math teacher but potentially millions of dollars as an online math teacher with an influential email list.

When you build your Personal Monopoly, you say yes to playing a worldwide game that most people don't even know exists.

You want to be the only person who does what you do — you want to be irreplaceable

## How do we become irreplaceable?

- “In a world of perspectives, not sharing yours is the fastest way to die” — share your unique POVs
- Great attitude of change/learning/growth
- Exceed expectations. By going above and beyond
- ▼ Becoming a problem solver finder / seeker — find burning problems

### The eternal markets:

- Health (survival)
- Wealth (survival)
- Relationships (survival)
- Bonus: Happiness (transcendence)

The first 3 are survival or actualization based (see: Maslow’s Hierarchy Of Needs).

The last is transcendence based (see: the next phase of Maslow’s Hierarchy that he had plans to complete before his death).

These markets are where burning problems exist. The ones that are relevant, profitable, and evergreen. Everyone has either conscious or subconscious goals relating to these markets.

- Know the right people — & — Learn from the best until you become the best

- By “being good at one thing” that no one can compete with you on — by being you

*Your future isn't about competition with others, it's about competition with your distracted mind.*

### **A niche of one, a niche of self**

You don't find your niche, you keep on creating until your niche finds you. — Vanessa Lau

You are your niche, and your goal is to make your interest interesting to others.

## **How do you stop competing with others and become a niche of one?**

### **Sell yourself.**

You're always selling, maybe not a product but definitely your **world-view**, and your **beliefs**.

And the good part about this is that people can be interested in anything.

So it's your responsibility to:

### **make your interests interesting**

- Why are your interests important to you?
- How can you pass that on to someone else?

## Choose 3 interests

- One that makes you money
- One that you like
- One that self-develops you  $\Rightarrow$  self actualize your progress

## Self-actualize

Self-actualization is a need, not a want, for living a good life.

*(Story of lucifer?)*

*"From the tip of the iceberg to the bottom of the ocean" — find the profoundness*

*An exceptional future belongs to those who:*

1. Master your attention-span  $\rightarrow$  focus
2. Question your worldview
  - What is the problem that I want to solve for the world
  - What is the problem that I want to solve in my life

*(Half the time, those two things are the same)*

*Self-development is about solving your own problems,  
Business-development is about solving other people's  
problems,  
Your mission develops when you bridge the gap between  
the two.*

3. Master your survival (health, wealth, relationship, happiness)
4. Pursue your genuine curiosity
5. Pass down what you learned — be generational
6. Improve yourself



## 7. Be curious

Adopt the mindset of an explorer.

If you don't know, try. If you don't try, you'll never know.

Try everything.

Go to a local bookstore and buy the book that "calls" your name.

Reread the book that changed your life

Curiosity leads to self-education and self-education leads to self-actualization

## 8. Document your journey

## 9. Do things that aren't necessarily attached to a need, envy, desire, someone else, etc.

## 10. Challenge established knowledge — prove people wrong

- Who limits your perception?
- Find your authentic self

## 11. ~~Separate~~ Recreate yourself — as many times as you need

## 12. Map out your ideal future self — learn & forgive your unideal past self — work hard on your current self by making progressive habits change ⇒ your future self is an exponential build for the current hard working self.

## 13. Fall in love with problems

- 99% of the problems you see online are not your problem.
- You aren't where you want to be because you can't focus on solving your own.
  - Build for yourself — Write to yourself — Sell to yourself
- Write down every problem you face
  - Dive deeper to understand them
  - Keep a running list

## 14. Adopt a writing habit

- Bring your unconscious brain forward
- Idea generation
- High impact ⇒ capture, holds and delivers value

- Cultivate a humans connection
- Entertain, educate, inspire

The AHA moment

## ▼ The X-Factor of personal branding

To be known (visible), ~~liked accepted~~ Respected, and trusted.

**Knowbility + Respectability + Trustability = Clients/community = Freedom**

### Knowbility (marketing)

To be known you have to be findable/discoverable

To be findable you have to be searchable

To be searchable you have to show up and make consistent effort (content) over time.

To make consistent effort over time you have to:

- **Not fall into the fallacy of expertise**

When you get started, you can't worry about "am I an expert?"

If you do, you'll never get started.

- Know your worth/value — what you talk about → skill acquisition
- Be disciplined — Like what you do → purpose activation
- Be confident — how you serve and show up
- To ~~brag~~ talk about your achievements — To root for yourself — to self-promote yourself

*Bragging is not bragging when used as a skill to talk about your achievements*

- It's unlikely you'll get clients just because you exist.
- Instead, find easy ways to promote it.
- When your new followers ask you questions, tell them about your business.
- When you write content, share a link at the end.

Super simple stuff.

▼ *The Google campaign #IamRemarkable does a beautiful job in this*

<https://iamremarkable.withgoogle.com/>

<https://rsvp.withgoogle.com/events/iamremarkable-open-ttt>

<https://learndigital.withgoogle.com/digitalworkshop-eu/course/self-promotion/module/183>

Learn the importance of self-promotion in your personal and professional life and be equipped with tools to develop this skill. You will be invited to challenge the social perception around self-promotion.

## Respectability (sales)

*Likability is a choice. Being respected is not.*

*Your job is not to be liked but to be true/authentic, whoever comes along gets along.*

**People might not accept you for who you are but they'll follow you for what you do and if you can attract people who accept you for who you are and also like what you do, you just unlocked a cheat code in the game.**

**A customer who joins you is:**

A hater who's jealous of you,

A skeptic who stalks you,

A Follower who knows you,

A Supporter who likes you,

A Friend who trusts you,

A Fan who loves you,

— Damian Clarke

### **To command respect you have to:**

- Show up for yourself the way you want others to show up for you
  - Be good at what you do
    - Let the work speak for itself — case studies and testimonials can help boost things up!
  - Say your truth despite what other people think about you
  - Be authentically yourself — don't be someone else, that's already taken
- You don't expand by becoming someone else, you expand by becoming more of who you are.
- You don't wanna be the "that guy" of your space, you wanna be the "you" of your space.

### **Authenticity is not a buzzword**

#### **What is authenticity?**

The alignment of your thoughts, your words, and your actions - Alex Hormozi

### **Trustability (brand)**

- Trust is earned.
- You can't be trusted if you're not known or respected.
- Trust is the currency of brand

→ Trust builds reputation,

→ Reputation builds credibility,

- Credibility builds influence,
- Influence shows leadership,
- Leadership commands authority,
- Authority demonstrates expertise,
- Expertise is the work that works on you more than you work on it — Alex Hormozi

If you're seen, known, and respected as a trusted expert/entity in your field people will steal, borrow, and find a way to give you money to help them solve their problem.

## ▼ **Work until you no longer have to introduce yourself**

Resource (story credit):

- [https://www.linkedin.com/posts/dipl-ing-lars-behrendt\\_work-until-you-no-longer-have-to-introduce-ugcPost-7033801486891417601-R-i4](https://www.linkedin.com/posts/dipl-ing-lars-behrendt_work-until-you-no-longer-have-to-introduce-ugcPost-7033801486891417601-R-i4)

### **The dream:**

- To work until you no longer have to introduce yourself
- Get paid to speak
- Thought leader
- "I've never met somebody like you before."
- To be exceptional, remarkable, seen! heard
- Make living doing what you love (chris do)

### **The reality:**

- Best-kept secret
- Hiding in the shadows, not visible, heard, seen, or taken seriously
- Working in the backscenes
- Living somebody else's dream

- Always having to explain who you are and what you do
  - No one really knows your name or give you credit for the work that you do
- Being talked over or ignored — your POVs are not heard or valued
- You avoid the public eye
- No one knows you exist — you're not "well-known" even though "talented"
  - "Do it for the exposure" sounds like a scam to you
- Hell, you even avoid posting your own picture on social media
- You have a mental bias (if not an identity crisis) of a fake reality where who you are in private is not the same as who you are in the workforce (public)
- You attach your identity to your work as if your life depends on it
- You are very talented at helping others (brands) grow and become successful but never found a way to do that kind of work to yourself, to make yourself successful
- You are insecure about marketing yourself (don't know what and what not to share)
- You want people to come to you first
- Don't like to sound salesy

**The work needed to get there (that you won't like to hear but you know it works):**

#### ▼ **The Fallacy of Expertise**

When you get started, you can't worry about "am I an expert?"

If you do, you'll never get started.

Instead, make a list of your accomplishments, big and small, over the last 2-3 years.

#### ▼ **Survivorship Bias**

Survivorship bias **occurs when researchers focus on individuals, groups, or cases that have passed some sort of selection process while**

**ignoring those who did not.** Survivorship bias can lead researchers to form incorrect conclusions due to only studying a subset of the population.

In social media this is very common where we only focus on the top 1% who made it and forget the rest 99%, we forget where they come from, we forget what they did to get there. The lessons are truly learned when you go find the place in time when they were in the same position as you with less privilege, less money, less status and still solved their problem and made it to the top.

- **Put yourself out there**
- **Share your face on audio, video, imagery, and in writing**
  - If you write a book, put your face on it
  - If you make a tweet, carousel, or any social media post — put your face it
- **That thing that you have in your pocket, use it! get that phone camera on and record a video, tell your story, react, communicate — it's a skill, just like any other**
- It's not about catching attention.  
It's not about getting the most followers.  
It's not about having the most engagement.  
It's about valuable ideas.  
→ **The more perspective-shifting ideas you put out into the world, the more mental real estate you occupy.**  
→ **The more impact you have on the world – the more attention you *hold* – the more leverage you have.**
- **Sell yourself — Yes I mean this**
- **Make content on a daily habit? not any kind of content:**
  - Your opinions
  - Your journey (the good, the bad, and the ugly)
  - Your beautiful thoughts
  - Your story

- Your problems, solutions, opportunities
- Your knowledge
- Your personality
- Your voice — get on a podcast and speak (my story with Clubhouse!)
- **Stop waiting until people invite you to speak — you have my permission to invite yourself to the stage!**
  - Make your own podcast
  - Make your own show
  - Go out there and find people and interview them
  - Go out there and find people and talk to them!
  - Go to the nearest local show, ted, poetry, anything where there is an audience or some sort of a dialogue going on — and get yourself involved with that
- **Don't be afraid of being the N.1**
  - I've heard Grant Cardone speak about this, he said YouTube gave me a voice to be number one at it when I started from zero
  - I'm tired of always seeing people shy away from greatness! BE GREAT AT SOMETHING — PURSUE MASTERY — AND FUCKING BE LOUD AND VOCAL ABOUT IT
  - I know you can! but do you?
  - Be N.1 at being yourself — where there is no space for competition
- **The spotlight effect**
  - The tendency we have to overestimate how much other people notice about us. In other words, we tend to think there is a spotlight on us at all times, highlighting all of our mistakes or flaws, for all the world to see.





In other words, no one gives a sh\*t about you unless you do! so stop overthinking that people are there watching every single mouvement you do and are waiting to attack.

The reality is that once you expose yourself, you'll find support in orders of magnitude — only 1% will backless, the 99% will root for you to become even more successful!

*Stop sitting in the wrong end of the balance.*

Scarce thinking leads to a scare life,

Abundant thinking leads to an abundant life.