

Project A

What does it need to be an influencer?

Followers!



WHY should anyone follow YOU?

A photograph of a bright yellow door set within a dark, vertically-planked wooden wall. To the right of the door is a small, square, lantern-style light fixture with a warm, glowing light. The door has a classic six-panel design and a dark handle. The overall scene is dimly lit, suggesting dusk or dawn.

**“Personal Brand is what people say about you
when you are not in the room.”**

Jeff Bezos

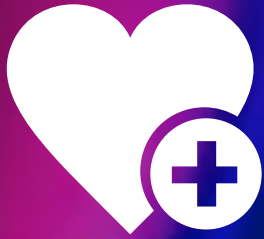
**As an entrepreneur
you are the ultimate testimonial for your business!**



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Main Goals

of personal branding



**1. Building trust and
Increasing brand loyalty**



**2. Increasing
awareness**



**3. Reducing
Marketing Cost**



1. Building trust and increasing loyalty

Influence

Human behavior

?

Manipulation

Inspiration



Purchase



Loyalty & Trust

Trust



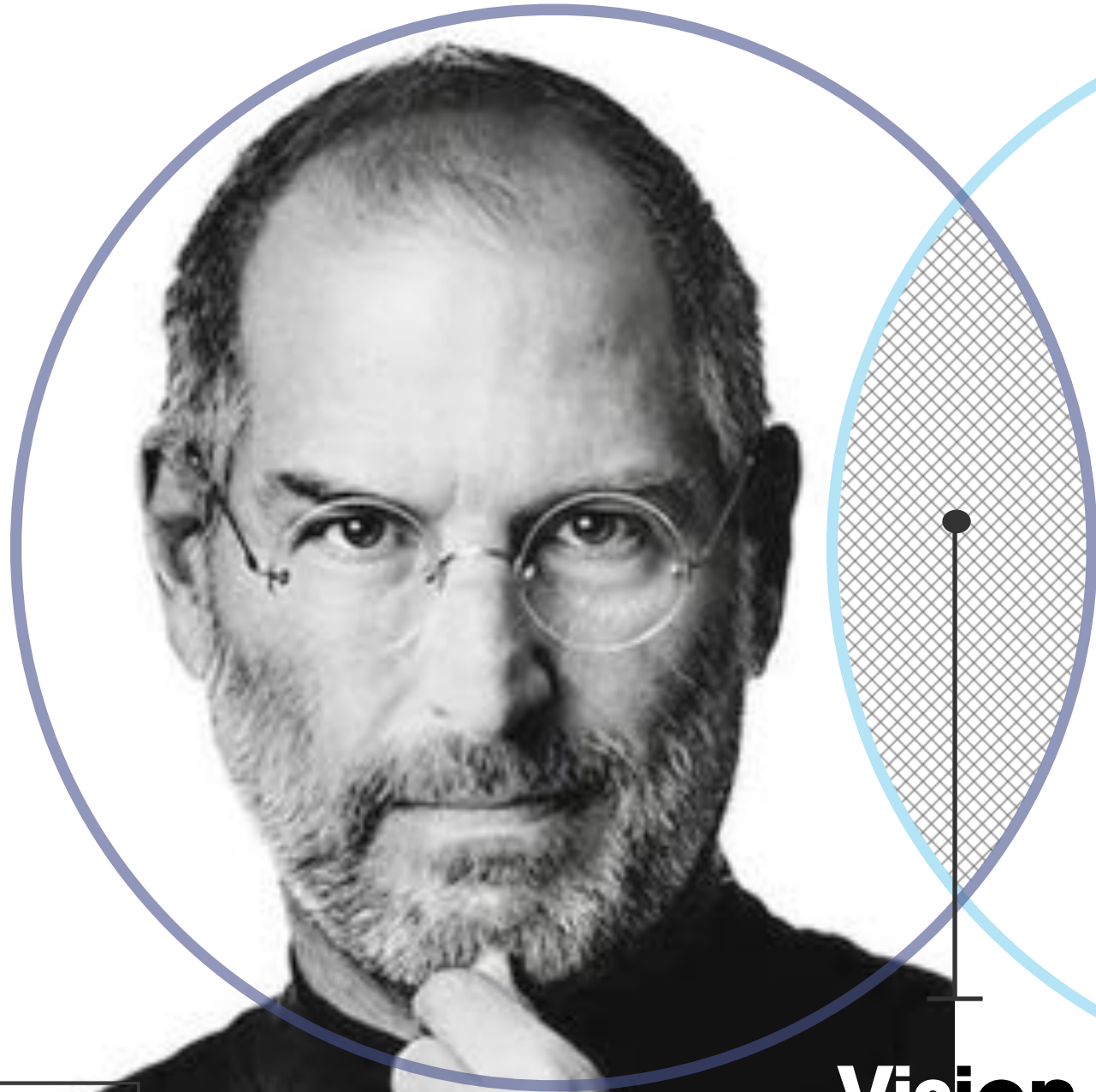


€50bn
€100bn

Market cap.

Revenue

€40bn
€10bn



Project A

Vision

Influence

Human behavior

Your vision

Manipulation

Giving incentives

Inspiration

Spreading your vision



Purchase



Loyalty & Trust



**“A vision without execution is
hallucination”**

Thomas Edison

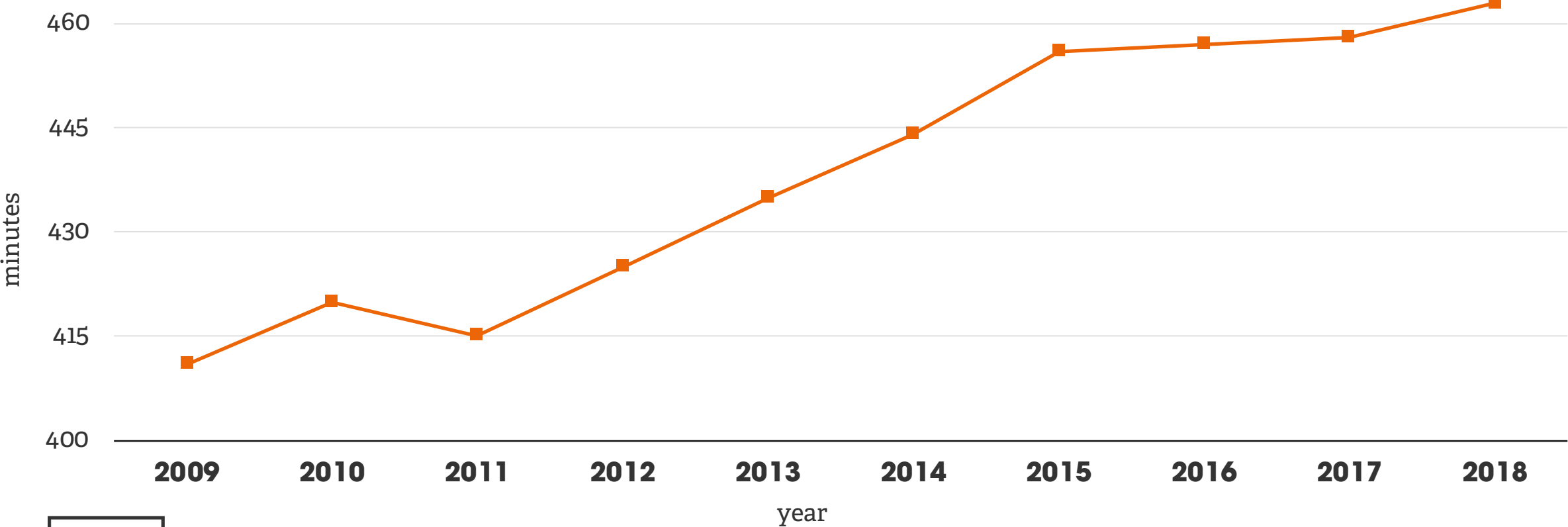


2. Increasing awareness / reach

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Daily media consumption

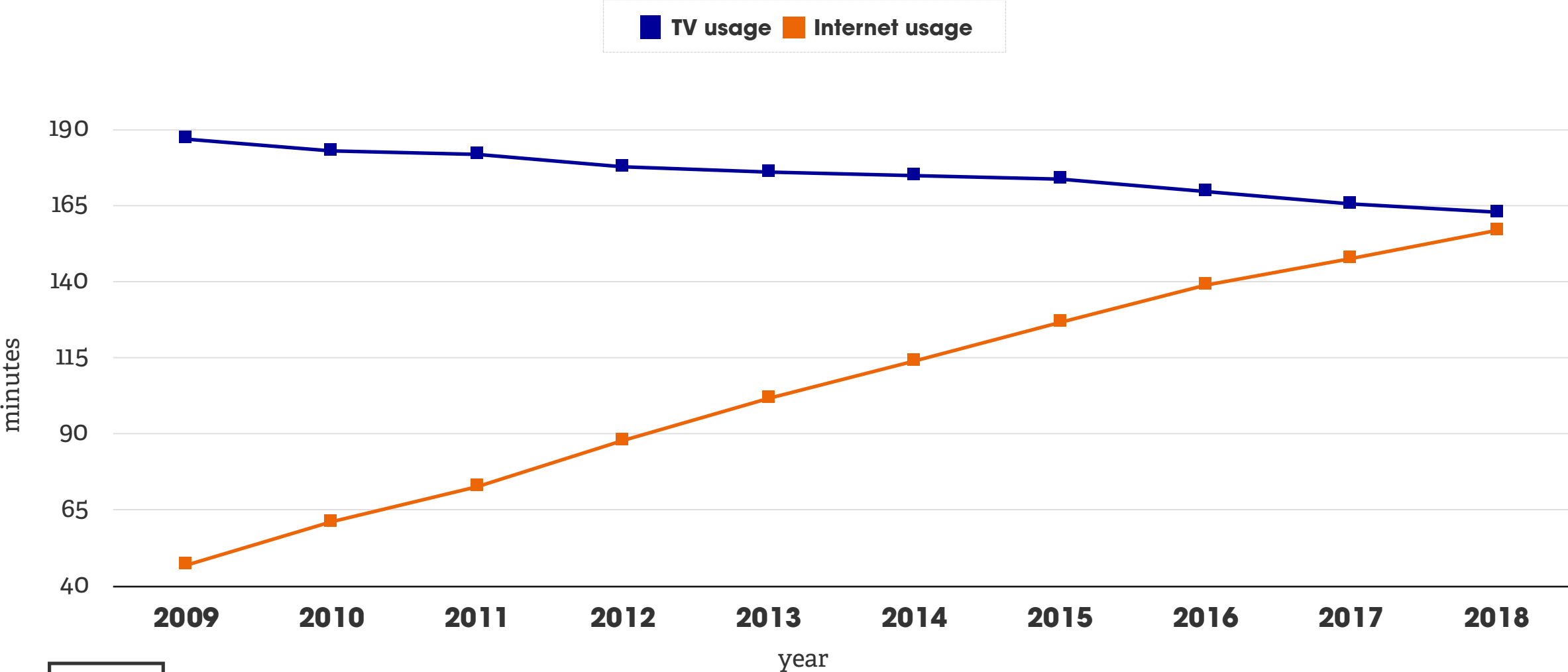
In minutes / Global



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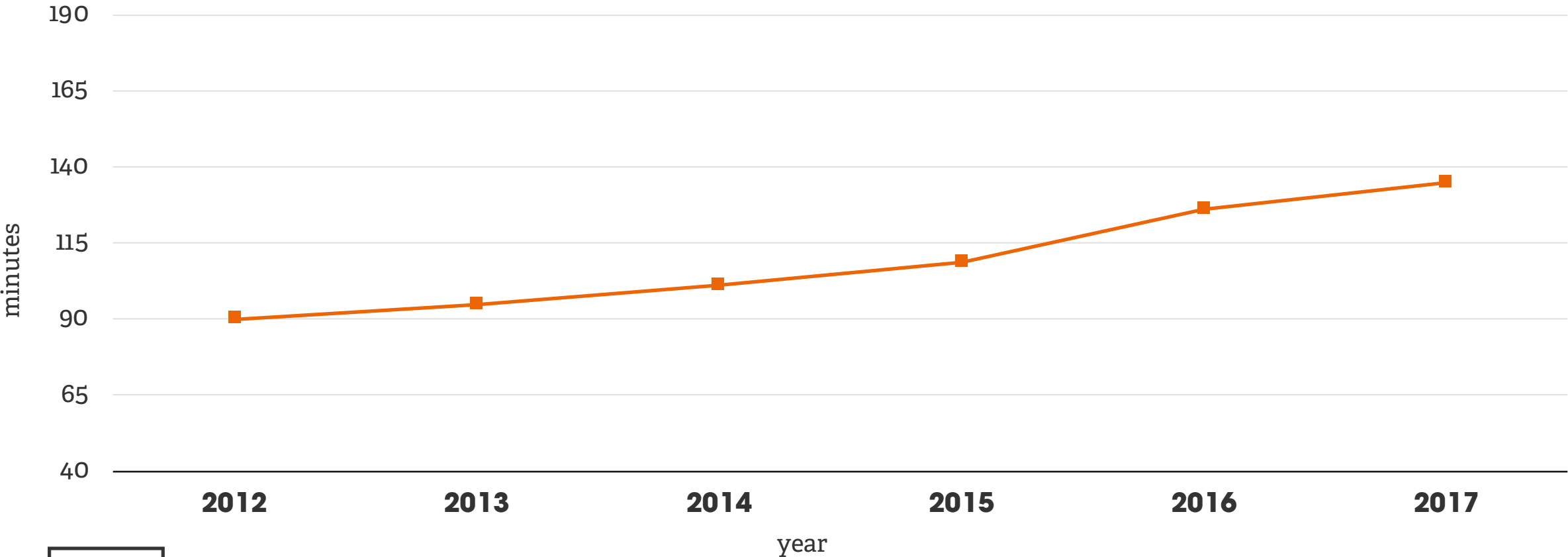
Daily consumption of TV vs. Internet

In minutes / Global



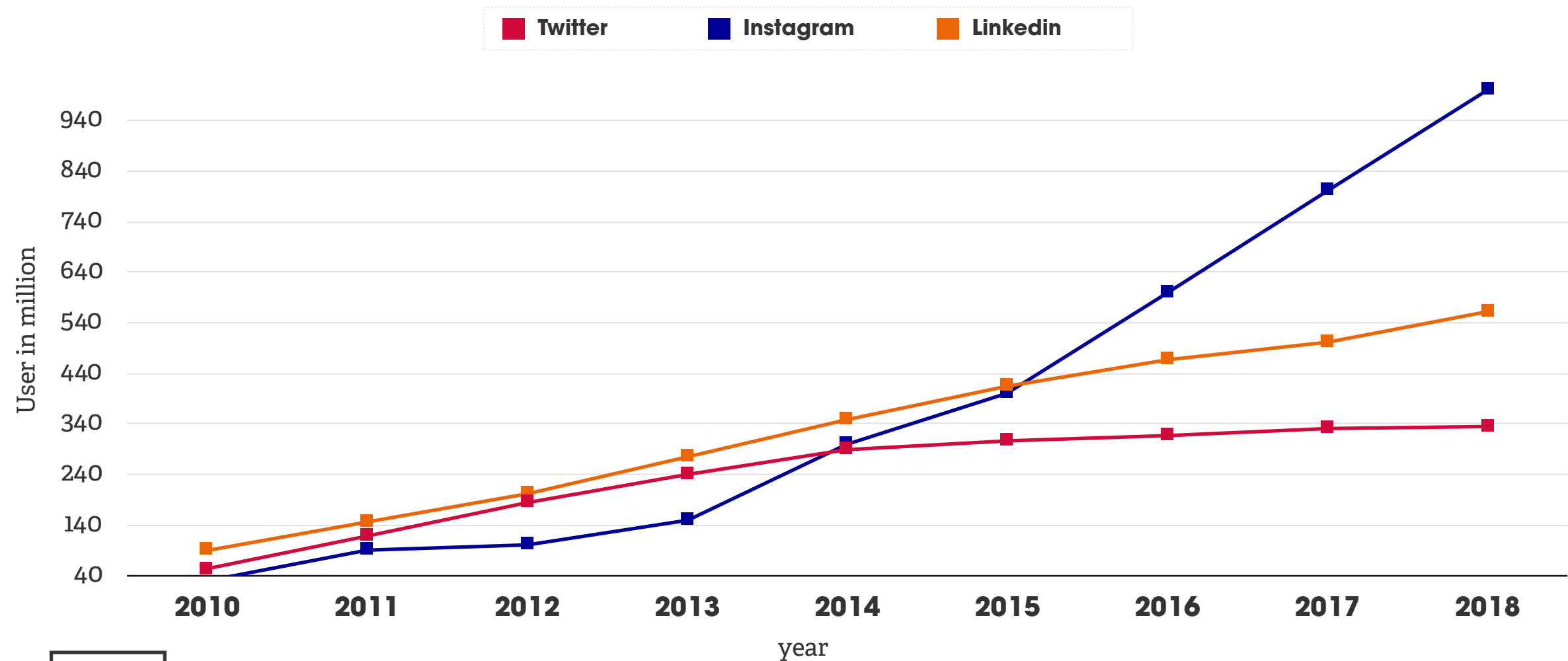
Daily social media usage

In minutes / Global

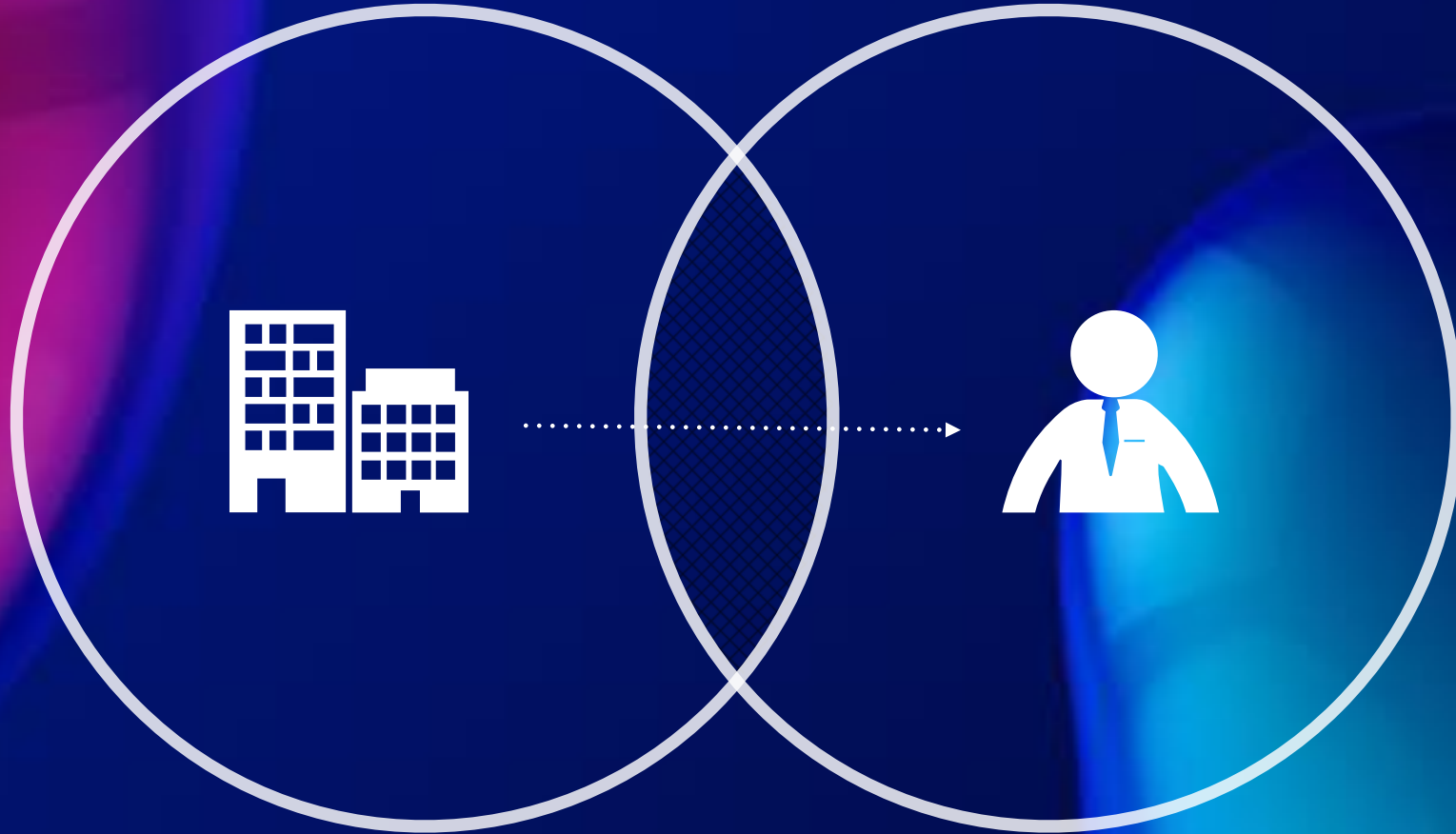


Social media users

Global in Million



Why Social Media?



A low-angle, upward-looking photograph of several modern skyscrapers with glass and steel facades. The buildings are arranged in a way that they converge towards the top center of the frame, creating a strong sense of height and architectural scale. The sky is a pale, overcast blue.

3. **Reducing marketing cost**

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Reducing your marketing costs

“The willingness to purchase arises when the **perceived quality** exceeds the pain of the **invested money**”.

Trust

increase

decrease

Marketing costs

How To: Brand strategy



1. Find yourself

1

**Get aware of
your vision**

2

**Define
your mission**

3

**Define
your values**

2. Position yourself

1

**Define
your audience**

2

**Analyze your
competitors**

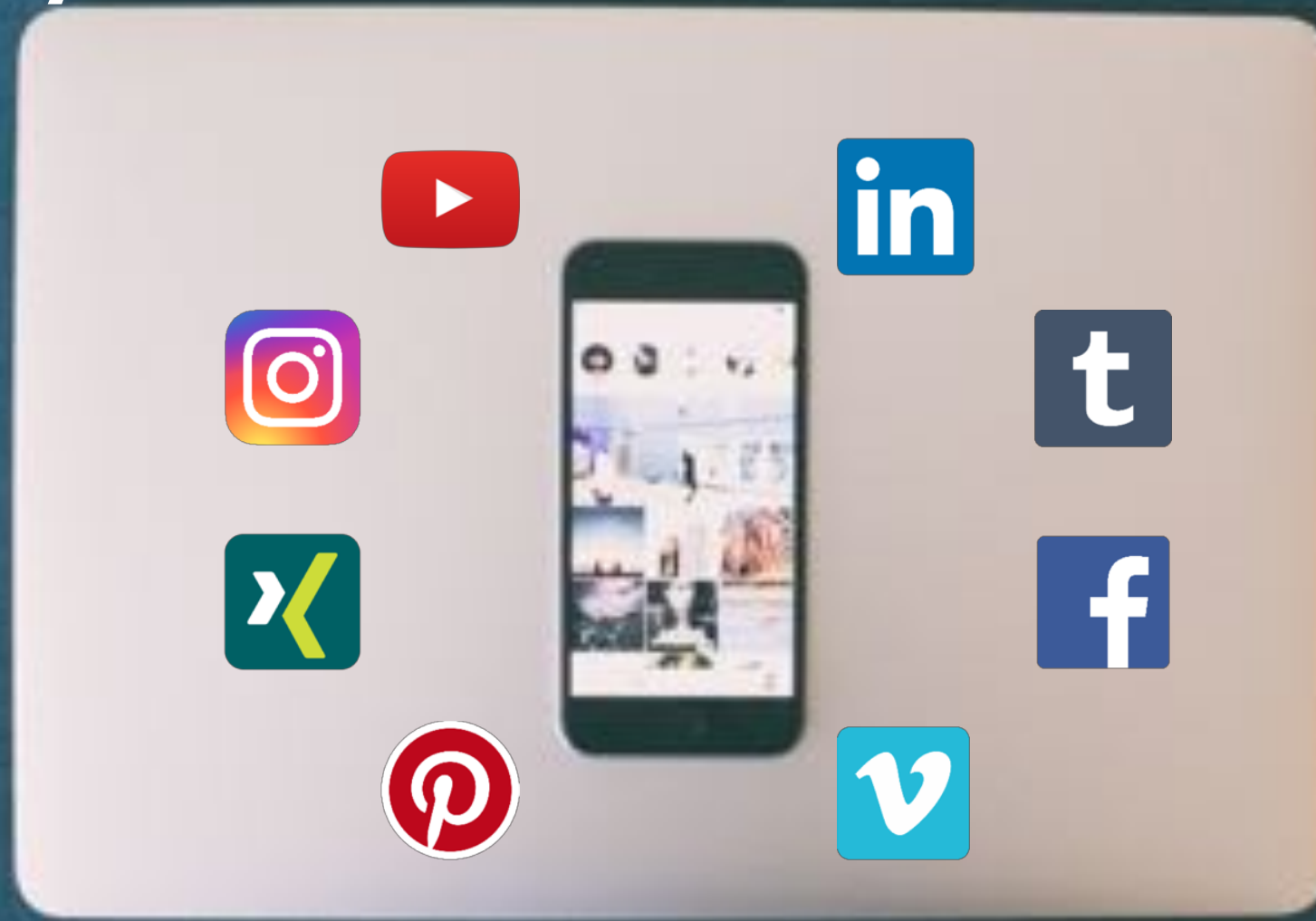
3

**Define your
core message**

How To: Brand building

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3. Market yourself



**Choose
the right channels**

4. Maintain yourself

1

Share valuable content

2

Be consistent

Inspire!