

A GUIDE TO CRAFTING AN AUTHENTIC,  
STANDOUT PERSONAL BRAND THAT  
ATTRACTS THE RIGHT OPPORTUNITIES.

# ELEVATE: PURPOSEFUL BRANDING



**RESOURCES**

Angel Thoughts LLC

## Resources for Personal Branding

### 1. Introduction to Personal Branding

- *Books*: "Me 2.0: 4 Steps to Building Your Future" by Dan Schawbel.
- *Blogs*: Articles from Forbes' "Personal Branding" section.
- *Podcasts*: "The Personal Branding Podcast" by Ryan Rhoten.

### 2. Defining Your Personal Brand Identity

- *Worksheets*: Brand identity templates available on HubSpot.
- *Videos*: TED Talks like Simon Sinek's "Start With Why."
- *Tools*: SWOT analysis frameworks for self-assessment.

### 3. Finding Your Unique Value Proposition (UVP)

- *Books*: "Purple Cow" by Seth Godin.
- *Webinars*: Workshops offered by platforms like Skillshare or Udemy.
- *Tools*: UVP frameworks from platforms like Canva or Visme.

### 4. Building a Strong Online Presence

- *Articles*: "How to Build a Digital Presence" by Hootsuite Blog.
- *Courses*: "Building Your Online Presence" on LinkedIn Learning.
- *Tools*: Social media management tools like Buffer or Hootsuite.

### 5. Leveraging Networking and Relationships

- *Books*: "Never Eat Alone" by Keith Ferrazzi.
- *Apps*: Professional networking tools such as LinkedIn.
- *Groups*: Join Meetup groups or virtual networking communities in your field.

### 6. Establishing Yourself as a Thought Leader

- *Guides*: Guides by HubSpot on becoming a thought leader.
- *Courses*: Free courses on thought leadership by Coursera or edX.

- *Platforms*: Share your ideas on Medium or guest post for industry blogs.

## **7. Monetizing Your Personal Brand**

- *Books*: "Youpreneur" by Chris Ducker.
- *Videos*: YouTube channels like Sunny Lenarduzzi's personal branding series.
- *Courses*: "Passive Income Ideas" courses on Udemy.

## **8. Public Speaking, Thought Leadership, and Authority**

- *Books*: "Talk Like TED" by Carmine Gallo.
- *Courses*: Toastmasters International for public speaking skills.
- *Tools*: Presentation software like Prezi and Canva.

## **9. Content Strategy for Long-Term Success**

- *Blogs*: Neil Patel's blog on content marketing.
- *Courses*: HubSpot's Content Marketing Certification Course.
- *Tools*: Content calendar templates available on Trello or Airtable.

## **10. Maintaining and Evolving Your Brand Over Time**

- *Books*: "Reinventing You" by Dorie Clark.
- *Communities*: Join forums or groups like Reddit's r/Entrepreneur.
- *Podcasts*: "Build Your Tribe" by Chalene Johnson.