

20 THINGS TO POST TO GROW YOUR PERSONAL BRAND

BUILD TRUST BY SHOWING THE PERSON BEHIND THE BRAND

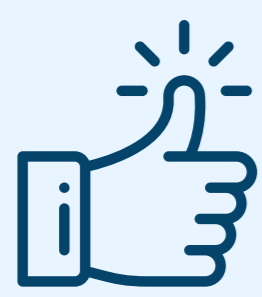
These post prompts will help you share a little more vulnerability so your customers learn who they're really supporting, and the story behind it by choosing you. Remember, people buy from people!



1. A recent challenge I've experienced has been..
2. The biggest lesson I learned from my very first job is...
3. The hardest day in my business has been...
4. A cause I'm really passionate about is...

INCREASE YOUR BRAND CREDIBILITY BY TOOTING YOUR OWN HORN

Share awards you've won, PR mentions or milestones you've hit in your business. If you don't celebrate them, how else will anyone know how great you are?



5. A recent accomplishment I'm really proud of is...
6. How my team celebrated this accomplishment is...
7. I've been called the ___ of my industry
8. I'm thrilled to have had my work/product featured in...

SHOW THOUGHT LEADERSHIP AND STAND OUT FROM YOUR COMPETITION

Show that you know your industry inside out by sharing interesting facts and updates and you'll find you have more people reach out to you for your expert advice — and ask for your next quote!



9. An interesting stat in my industry is...
10. My take on a recent trend in my industry is...
11. Something my clients always ask me is...
12. A tip I'd give someone just starting in my industry is...

BOOST SALES BY TALKING ABOUT THE RESULTS YOU'VE PROVIDED OTHERS

People are far more likely to buy from others when they can see the social proof of transformations they've created. So, now is the time to get your #humblebrag on!



13. The best customer/client transformation I've ever seen has been...
14. A limited time offer in my business I'm running is...
15. The feedback I often receive from my customer/client has been...
16. One surprising benefit of my product/service is...

CREATE ENGAGEMENT TO (HOPEFULLY) MAKE YOUR POST GO VIRAL

Generate engaging conversations by talking about a trending issue, highlighting something people might not know and how you feel about it. The aim is to create a safe space for people to discuss what's happening, to build trust, and a strong community among your followers.



17. An issue in my industry getting me really fired up is...
18. What is your opinion on a recent trend in our industry... (poll your audience)
19. A unique initiative I've introduced into my business is...
20. Something I really wish people would stop doing is...

We've made these prompts a blank slate that will get the creative juices flowing for a range of different industries. But feel free to put your own unique flavor and flair into them, to make them work for your brand!