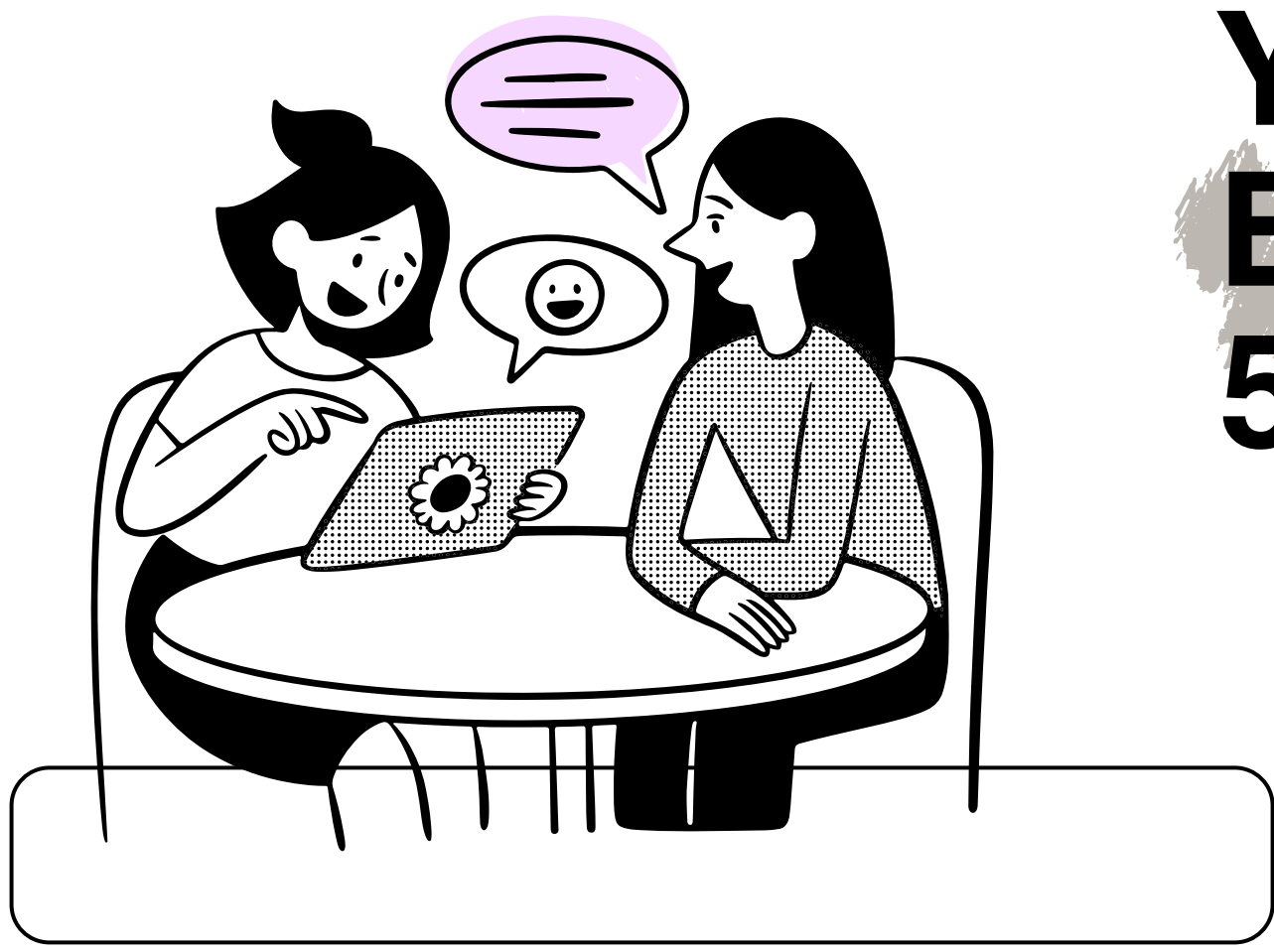


# How to Discover Your Personal Brand Identity in 5 Steps



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## Introduction

You've probably heard this a thousand times:

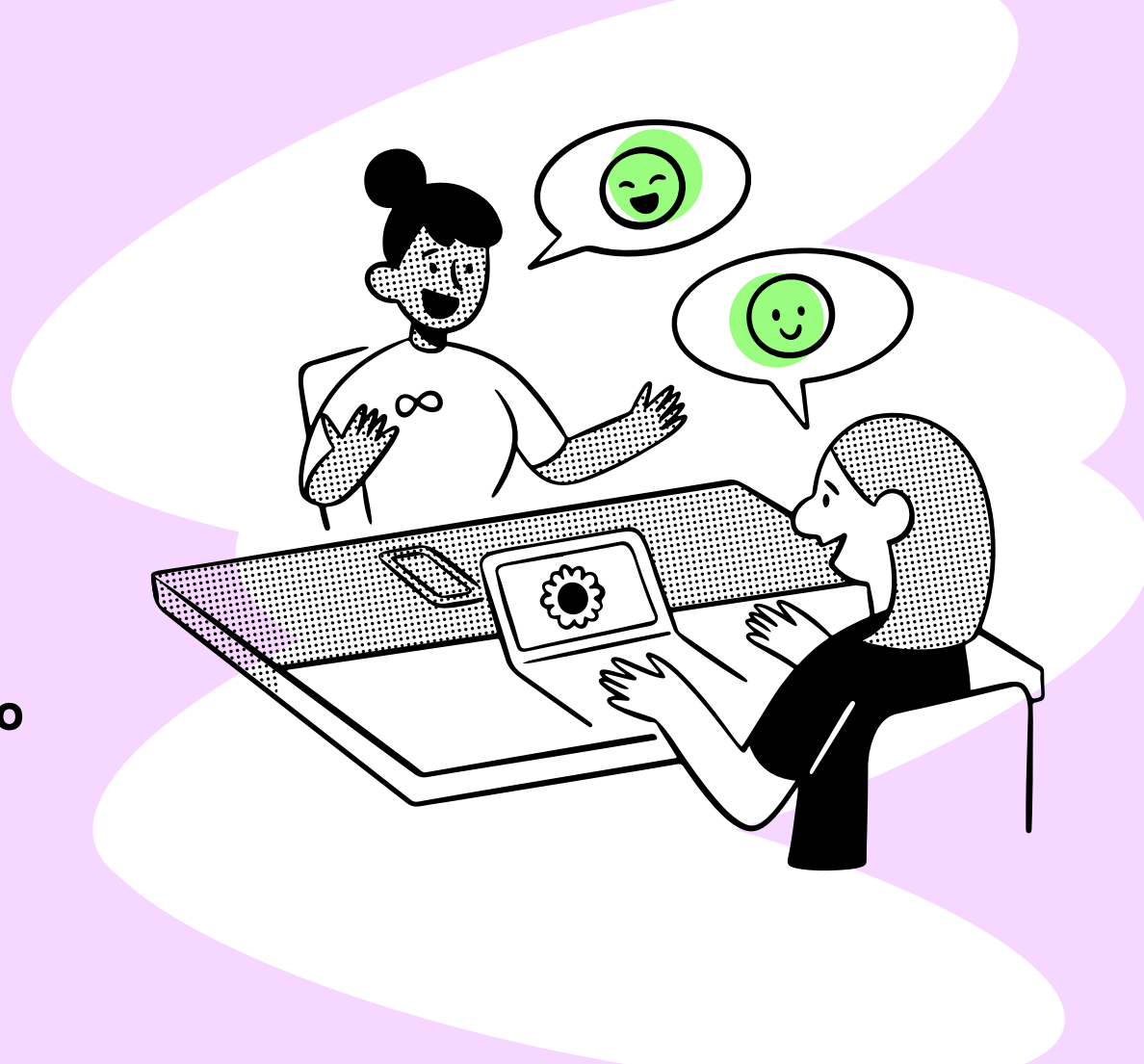
"You need a personal brand."

But what does that actually mean?

Logos? A cool color palette? Posting on LinkedIn? Not quite.

Personal branding starts with identity knowing who you are, what you stand for, and how you want the world to remember you.

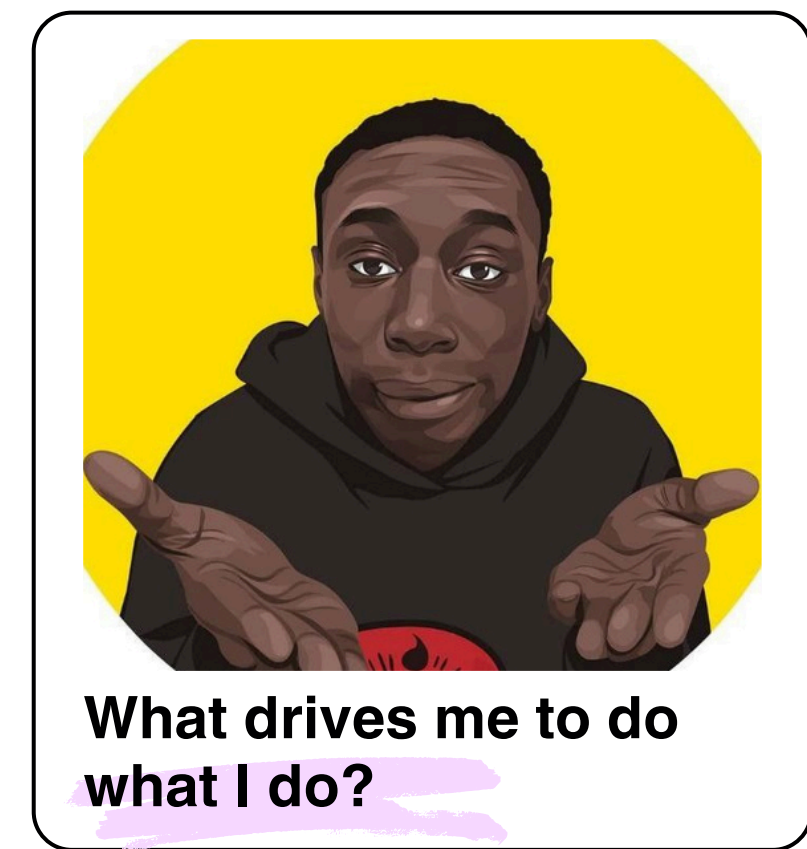
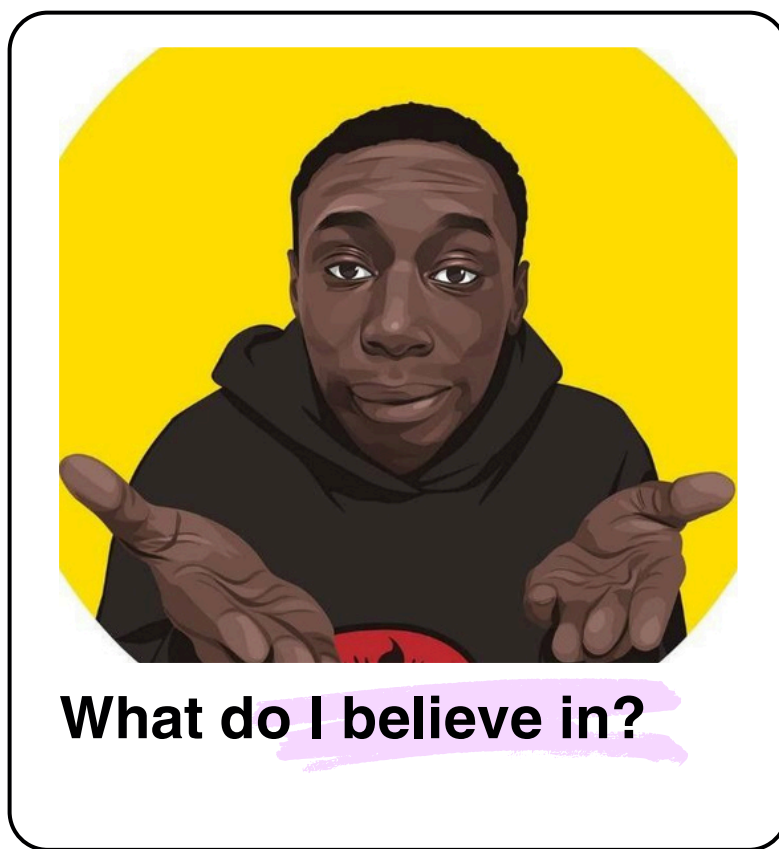
Let's break it down in 5 simple steps to help you discover your true personal brand identity even if you're starting from scratch.



### Step 1: Define Your Core Values

Your values are the soul of your brand.

Ask yourself:



Examples: Honesty, creativity, growth, community, curiosity, discipline.  
Tip: Choose 3–5 values that feel like home to you. These are your compass.

### Step 2: Identify Your Strengths & Skills

Your brand should highlight what you're actually good at.

Not just what you wish you were good at.

Think about :

What do people often praise me for?

What tasks make me feel energized?

What results have I helped others achieve?

Examples:

Video editing, storytelling, problem-solving, digital marketing, teaching, design thinking.

Bonus: Ask 3 friends or colleagues what they think your top skill is. You'll be surprised.

### Step 3: Understand Your Personality & Tone

Your brand isn't just what you do – it's how you show up.

Are you formal or friendly? Analytical or expressive? Calm or bold?

This tone shows in everything: your captions, your emails, your website.

Examples of tones:

- The Confident Mentor
- The Friendly Nerd
- The Quiet Creative
- The Bold Motivator

### Step 4: Craft Your Personal Brand Statement

Now blend Steps 1-3 into one clear, confident sentence.

This statement should answer:

Who you help?

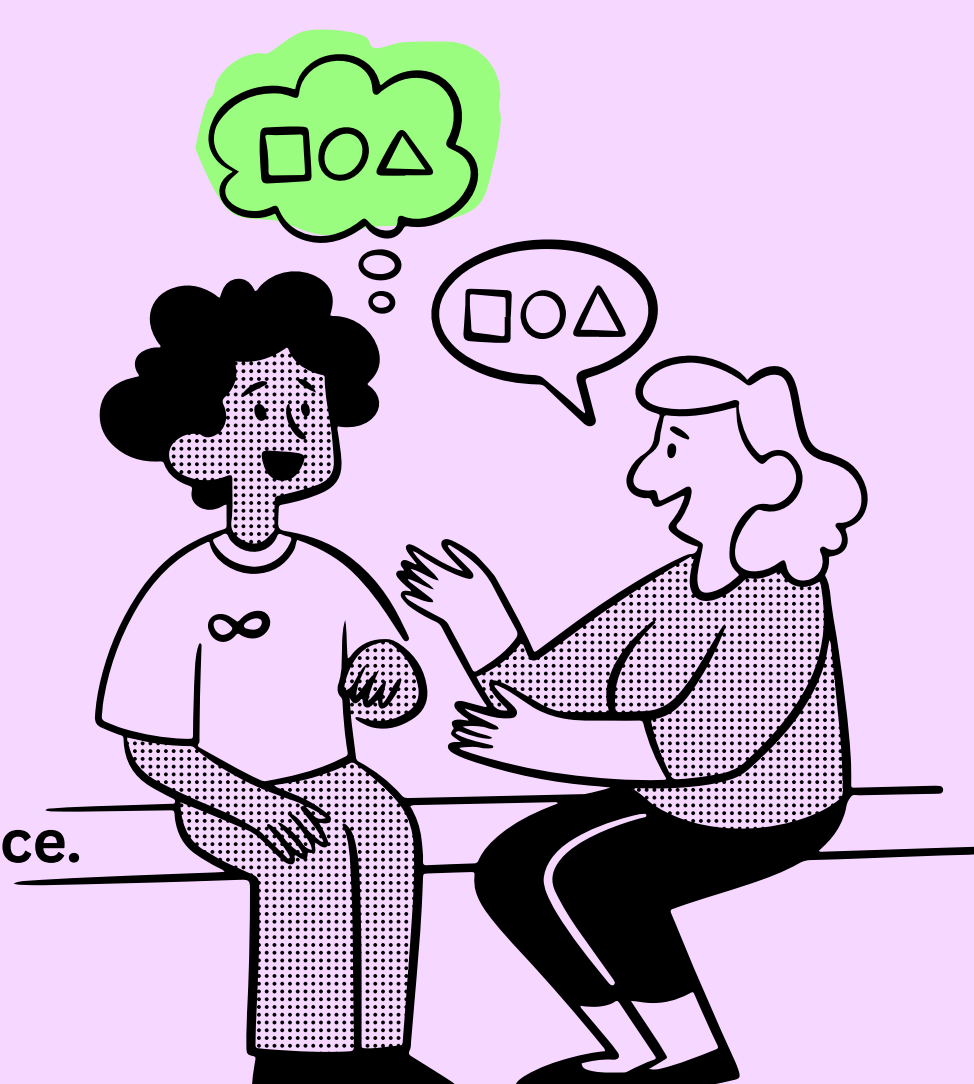
What you do?

How you do it (your style)?

Example:

"I help small businesses grow online through creative storytelling and data-driven marketing all with a human touch."

It doesn't need to be perfect. Just authentic.



### Step 5: Pick Your Platforms and Show Up

- Now that you know who you are, it's time to express it.
- Choose 1-2 platforms where your target audience hangs out.
- Show up consistently. Be real. Use your bio to reflect your brand statement.
- Use your photo, fonts, and colors to match your tone. Post content that reflects your values and skills.

Reminder: People don't follow perfection. They follow real energy.

### Final Thoughts

Your personal brand identity isn't something you create overnight.

It's something you uncover over time.

Start with clarity, then build with confidence.

When you know who you are, your content, your work, and your opportunities will align like never before.