

FREE GUIDE

The Personal Branding Starter Kit

How to build an online personal brand that opens doors
— for professionals, creators and founders.

Positioning

LinkedIn

Instagram

Content system

Networking

Weekly routine

Thejas

Digital with Thejas

About this kit

You are good at what you do — as a professional, a creator, or a founder. But online, you are invisible. The clients, recruiters and collaborators who would love to work with you have no way of finding out you exist.

This kit fixes that. It is not about becoming an influencer or chasing virality. It is a practical, step-by-step system for building a personal brand that works quietly in the background — so that opportunities start finding you instead of the other way around.

How to use this kit

- **Read in order the first time.** The chapters build on each other: get clear on your positioning first (Ch. 1–3), then set up your platform (Ch. 4–5), then run the content and networking system (Ch. 6–9).
- **Every chapter ends with a “Do this today” box.** If you only do those actions, you will be ahead of most people who merely think about personal branding.
- **Chapter 9 is your routine.** A minimum viable plan that takes about two hours a week — pin it where you plan your week.
- **The bonus section is for later.** 20 quick tips and tricks to come back to whenever you have a spare ten minutes.

Three promises

- ✓ **No jargon.** If a term matters, it is explained in one line.
- ✓ **No fluff.** Everything here is something you can act on this week.
- ✓ **No pretending.** Nothing in this kit asks you to be someone you are not — the whole system is built on your real work and your real opinions.

TIP

Keep a note open as you read. Chapters 2 and 3 ask you to write two short lines — they become the foundation for everything else in this kit.

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What a personal brand actually is

Say the words “personal brand” and most people picture someone posting selfies with motivational captions. That is not a personal brand — that is noise.

A personal brand is simply **your reputation, at scale**. It is what people say about you when you are not in the room — except now the room is the internet, and far more people can be in it.

You already have one

If a potential client, employer or collaborator searches your name today, whatever they find — or do not find — **is** your personal brand. The only choice you have is whether you shape it deliberately or leave it to chance.

Why it is worth the effort

- **Opportunities come inbound.** Clients, job offers and collaborations start arriving because people already know what you do and trust how you think.
- **Trust is pre-built.** When someone has read your ideas for months, the first conversation starts warm — you skip the “convince me” stage.
- **It compounds.** Every useful post, comment and conversation keeps working for you long after you wrote it. Your network stops depending on who you happen to meet.

What a personal brand is NOT

- **Not self-promotion.** Most of what you share should help the reader, not praise you.
- **Not a follower count.** A small audience of the right people beats a large audience of the wrong ones.
- **Not a fake persona.** If you have to perform it, you cannot sustain it. The brand is you — edited, not invented.

DO THIS TODAY

Search your own name online, exactly the way a client or recruiter would. Write down what you find on the first page — that is your starting point.

Positioning: pick your lane

The biggest mistake in personal branding is trying to appeal to everyone. When you are for everyone, you are memorable to no one. Positioning is choosing the lane you want to be known for — and staying in it long enough to own it.

The positioning formula

Write one sentence with these three parts:

1. **Niche** — the specific skill or topic you talk about. “Marketing” is a crowd; “Meta Ads for local clinics” is a lane.
2. **Audience** — who you help or write for. Be specific enough that they recognise themselves: “first-time founders”, “working mothers returning to tech”, “D2C brand owners”.
3. **Point of view** — what you believe that others in your field do not say. This is what makes you memorable rather than merely competent.

Example

“I talk about practical digital marketing (niche) for small Indian businesses (audience), and I believe most of them should fix conversion before spending a rupee on ads (point of view).”

“But won’t a niche limit me?”

The fear is understandable and almost always backwards. A clear lane is what makes people remember you, refer you and pay you well. And it is not a life sentence — once you are known for one thing, widening out is easy. Starting broad and hoping to be noticed rarely works.

DO THIS TODAY

Write your positioning sentence using the formula: niche + audience + point of view. It does not need to be perfect — it needs to exist.

Your one-line intro

Now compress your positioning into one line you can use everywhere — your LinkedIn headline, Instagram bio, X bio, email signature, WhatsApp “about”, and the way you introduce yourself at events.

The bio formula

I help [who] get [outcome] through [how].

Every part earns its place: **who** makes the right people feel seen, **outcome** tells them why they should care, and **how** tells them what you actually do.

Examples

- “I help D2C brands turn ad spend into repeat customers through email and retention marketing.”
- “I help first-time founders get their pitch decks investor-ready — structure, story and numbers.”
- “I help working professionals switch into data roles through hands-on, project-based learning.”

Rules that keep it sharp

- **Plain words win.** “I help clinics get more patient enquiries” beats “passionate growth evangelist leveraging synergies” every single time.
- **Outcome over title.** Job titles describe your position; outcomes describe your value. Lead with the value.
- **One version everywhere.** Use the same line on every platform, word for word. Repetition is how people remember you.

DO THIS TODAY

Write your one-line intro using the formula, say it out loud once, and paste it into your email signature right now — the lowest-effort place to start.

Choose your platform (yes, one)

You do not need to be everywhere. You need to be **consistently somewhere**. One platform posted to weekly beats three platforms abandoned in a month. Pick one primary platform, and only add a second once the first feels easy.

Platform	Best for	Main formats	Pick it if...
LinkedIn	Professionals, consultants, founders selling to businesses; job-seekers	Text posts, carousels (PDF), short videos	Your clients or employers are companies, or you want career opportunities
Instagram	Creators, coaches, personal services, visual work (design, food, fitness, travel)	Reels, carousels, stories	Your work is visual, or your audience buys as consumers
X (Twitter)	Tech, startups, finance, writing-heavy niches	Short posts, threads	Your niche community already lives there and you enjoy writing daily

The India shortcut

For most readers of this kit, the choice comes down to **LinkedIn or Instagram**. If you sell to businesses or want career opportunities, start with LinkedIn — it is where hiring managers and decision-makers actually scroll. If you sell to consumers or your work is visual, start with Instagram. X is a strong third option for tech and startup niches, but rarely the place to begin.

Commit to your choice for 90 days. Platform-hopping every few weeks is how personal brands quietly die. Ninety days is long enough to build a rhythm and see real signals.

DO THIS TODAY

Pick your one platform using the table above. Write the date 90 days from today in your calendar — that is your review date, not before.

The profile makeover

Before you post anything, fix your profile. Every post you ever write sends people there, and it either converts that attention into a follow or an enquiry — or quietly wastes it.

The four elements that matter

1. **Photo.** A clear, recent headshot — face visible, decent light, plain background. A phone photo taken near a window works. No logos, no group photos, no ten-year-old pictures.
2. **Banner.** Free space most people waste. Put your one-line intro on it, in large text, with your website or handle. A simple Canva template takes twenty minutes.
3. **Headline / bio.** Your one-line intro from Chapter 3 — not just your job title. On LinkedIn this line follows you into every comment you write, so it works even when you are not posting.
4. **Featured section / pinned posts.** Curate the first thing visitors see: your best work, a strong post, a portfolio link or a way to contact you. Three items are enough.

Before and after

LinkedIn headline rewrite

Before: *"Marketing Executive at XYZ Solutions Pvt. Ltd."*

After: *"I help D2C brands turn ad clicks into repeat customers | Meta Ads & email marketing | Marketing Executive, XYZ Solutions"*

The before says where you sit. The after says what you do, for whom, and why to follow you — and still mentions the job.

DO THIS TODAY

Update your photo, headline and bio today using your one-line intro. The banner and featured section can wait for the weekend.

The content system: pillars, cadence, repurposing

Most people fail at content because they wake up and ask “what should I post today?” That question is exhausting. A system removes it.

Step 1 — Pick three content pillars

A pillar is a theme you return to again and again. Three is enough:

1. **Expertise** — teach what you know: how-tos, frameworks, mistakes to avoid, answers to questions clients always ask.
2. **Experience** — show your work: projects, lessons from real situations, behind-the-scenes, results (with permission).
3. **Perspective** — your opinions: what you believe about your field, what you disagree with, where you think things are going. This is the pillar that makes people remember *you*.

Step 2 — Set a cadence you can sustain

Two or three posts a week is plenty to start — roughly one from each pillar. The cadence you can keep for six months beats the cadence that impresses for two weeks. Batch your writing: one sitting a week, all posts drafted (Chapter 9 gives you the exact routine).

Step 3 — Repurpose: one idea, many formats

You do not need more ideas; you need more mileage from each one. A single idea — say, “the 3 mistakes I see in every pitch deck” — can become:

- A text post on LinkedIn (the idea in 150 words)
- A carousel (one mistake per slide, with a fix)
- A short talking-head reel (30 seconds, phone camera is fine)
- A story or poll (“which of these mistakes have you seen?”)
- A longer follow-up post a month later, using the questions people asked

DO THIS TODAY

Write your three pillars, then list five post ideas under each. That is a month of content decided in twenty minutes.

Writing posts people actually read

Online, nobody owes you their attention. The first line of your post decides whether the rest gets read at all — on most feeds, everything after line one is hidden behind “see more”.

Hooks: earn the click on line one

- **The result:** “A client asked me to delete half their website. Enquiries went up.”
- **The mistake:** “I spent two years posting the wrong content. Here is what I would do differently.”
- **The contrarian take:** “Most personal branding advice makes you look like everyone else.”
- **The specific question:** “What do you say when a client asks for a discount on day one?”

Structure: story → lesson → takeaway

Story — a real moment, told simply: what happened, what went wrong or surprised you. **Lesson** — what it taught you, stated plainly. **Takeaway** — what the reader should do with it, plus a question to invite replies. Short lines. White space. One idea per post.

Before and after

Post rewrite

Before: “Delighted to share that I have completed 5 years in digital marketing. Grateful to my team and clients for the journey. Hard work and dedication always pay off. #blessed #marketing”

After: “Five years in marketing taught me one uncomfortable thing: most businesses do not have a traffic problem. They have a trust problem. The fix is rarely more ads — it is reviews, proof and a clear offer. What is the first thing YOU check before buying from someone new?”

The before is about the writer. The after gives the reader something — and ends with a reason to reply.

DO THIS TODAY

Take your last post (or draft one now) and rewrite it as story → lesson → takeaway, with a hook that would stop *you* mid-scroll.

Engagement and networking online

Posting is only half the system. The other half — the half most people skip — is conversations. Comments and DMs are where a personal brand turns into actual relationships and, eventually, opportunities.

The comments strategy

- **Comment before you post.** Spend ten minutes leaving thoughtful comments before and after publishing — active conversations bring people back to your profile.
- **Comment where your audience already is.** Find the larger accounts your ideal readers follow, and add real value in their comments: an example, a counterpoint, a useful addition. A sharp comment under a big post can be seen by more of the right people than your own post that day.
- **Add, don't applaud.** "Great post!" is invisible. One specific sentence from your experience is memorable — and your headline travels with it.
- **Reply to everyone who comments on your posts.** Every reply is a small relationship deposit, and it tells the platform the conversation is worth showing to more people.

DMs that don't feel cringe

The rule is simple: **open like a human, not like a funnel.**

1. **Lead with something specific.** "Your post on pricing mistakes — the point about anchoring changed how I quoted a client this week" beats "Hi, I would like to connect and explore synergies."
2. **No pitch in the first message.** Or the second. Ask, share, or thank — let the relationship breathe before anything transactional.
3. **Make the ask easy — when there is one.** A specific, small ask ("could I get 15 minutes for two questions about X?") respects their time and usually gets a yes.

DO THIS TODAY

Leave five genuinely useful comments today on accounts your ideal audience follows. Then send one no-agenda DM to someone whose work you appreciated this week.

The minimum viable brand routine

Consistency beats intensity. A modest routine you keep for a year will do more for your brand than a heroic month followed by silence. Here is the whole system from this kit, compressed into about two hours a week.

Slot	Time	What you do
Slot 1	45 min	Write. Draft this week's 2–3 posts from your pillar idea list (Ch. 6–7). Schedule or save them.
Slot 2	20 min	Publish + engage. Post, then spend the time in comments — replying on your post and commenting on others (Ch. 8).
Slot 3	20 min	Second post day: publish and repeat the engagement pass.
Slot 4	20 min	Relationship time. Reply to DMs, send one thoughtful DM, congratulate or thank two people in your network.
Slot 5	15 min	Weekly review. Note which post did best, add three new ideas to your pillar list, plan next week's topics.

Rules that keep the routine alive

- **Put the slots in your calendar** like client meetings. “When I find time” means never.
- **Never break the chain twice.** Missing one week happens; missing two becomes quitting. Post something small rather than nothing.
- **Lower the bar before you lower the frequency.** A short, honest post keeps the rhythm. Waiting for brilliance kills it.
- **Measure conversations, not likes.** Profile visits, comments, DMs and enquiries are the signals that your brand is working.

DO THIS TODAY

Open your calendar and block the five slots for next week, starting with Slot 1. Two hours. That is the whole commitment.

The 7 personal branding mistakes to avoid

1. **Waiting until you feel like an expert.** You do not need to know everything — you need to be a few steps ahead of the person you are helping. Document what you are learning; expertise grows in public.
2. **Posting only when motivated.** Motivation is a terrible scheduler. The routine in Chapter 9 exists precisely for the weeks when you do not feel like it.
3. **Talking about yourself instead of to the reader.** Announcements, awards and “humbled to share” posts have their place — occasionally. Most posts should leave the reader with something useful.
4. **Copying someone else’s voice.** Templates and viral formats can teach structure, but if readers cannot tell your post from a thousand others, you have built their brand, not yours.
5. **Chasing followers instead of trust.** Giveaways, engagement pods and trend-chasing inflate numbers that do not convert. One genuine enquiry beats a hundred passive followers.
6. **Selling too early — or never.** Pitching in every post erodes trust; never mentioning what you offer wastes it. Mostly give value, and clearly say what you do from time to time — people cannot hire someone whose offer is a secret.
7. **Quitting at the silent phase.** Early on, most posts get little visible response — while people quietly watch. Enquiries often come from readers who never once liked a post. The silence is not a verdict; it is a phase.

DO THIS TODAY

Pick the one mistake that stung the most while reading. Fix that first.

BONUS

20 quick tips & tricks

Quick wins you can apply in minutes. Come back to this section whenever you have a spare ten minutes.

POSITIONING & PROFILE

- 01** Ask three people who know your work: “What would you come to me for?” Their answers often reveal your real positioning faster than self-analysis.
- 02** Read your bio out loud. If it sounds like something no human would say in conversation, rewrite it until it does.
- 03** Put your city or region in your profile if you serve a local market — “brand strategist, Bengaluru” attracts nearby opportunities.
- 04** Refresh your profile photo and banner once a year. An outdated profile quietly signals an inactive person.

LINKEDIN

- 05** Turn on “Creator mode” style features where available and set your topics — it tells both the platform and visitors what you are about.
- 06** Your headline travels with every comment you make. Write it so that a stranger seeing only a comment knows exactly what you do.
- 07** Post text-first. A strong idea in plain text regularly outperforms a link post — and if you must share a link, consider putting it in the comments.
- 08** Send connection requests with one personal line. Blank requests get accepted; personalised ones get remembered.

INSTAGRAM

- 09** Treat your bio link as prime real estate: send people to one clear action (portfolio, WhatsApp, booking page), not a homepage.
- 10** Burn captions into your reels — many people watch with sound off, and captions keep them watching.
- 11** Use pinned posts as your storefront: one that says who you are, one that shows your best work, one that shows proof (results or testimonials).
- 12** Stories are for the process; the grid is for the outcome. Rough behind-the-scenes builds connection without cluttering your profile.

CONTENT & WRITING

- 13** Keep a running “idea inbox” note on your phone. Every client question, objection or lesson goes in — you will never face a blank page again.
- 14** Write the hook last. Draft the post, find the most surprising line in it, and move that line to the top.
- 15** One idea per post. If your draft has two lessons, you have two posts — congratulations.
- 16** Repost your best content after a few months. Most of your audience never saw it the first time, and new followers never will unless you do.

NETWORKING & DMS

- 17** Comment on the same few relevant accounts consistently. Familiarity builds faster with repeated small touches than one grand gesture.
- 18** When someone engages with several of your posts, send a short thank-you DM and ask what they are working on. That is networking, done politely.
- 19** Congratulate people on real milestones — new roles, launches, talks — with a specific line, not just the default button reaction.
- 20** Move good conversations off the feed: a DM, a call, a coffee. Opportunities close in private, not in comment threads.

What to do next

You now have more clarity about personal branding than most people ever get. But knowing the system and showing up every week alongside your actual work are two different things.

That is where I come in.

GET A FREE WEBSITE & MARKETING AUDIT

I will personally review your online presence — your profiles, your personal site if you have one, and how you show up in search — and send you a short, honest report with the **3 highest-impact fixes for your personal brand**. No generic checklist. No obligation. If you can do the fixes yourself, great — the audit is yours to keep.

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ABOUT THEJAS

I help small businesses, professionals and service businesses improve their online presence through websites, landing pages, Meta Ads and practical AI solutions. This kit is the playbook I use in that work — shared free, because someone who understands their own brand is a better client and a stronger professional.

— Thejas, *Digital with Thejas*

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