

# PERSONAL BRANDING



# REPORT



# Personal Branding for the next generation of work.

We are a multi-tiered, subscription-based content publishing platform designed to impact the entrepreneurial community and positively influence their mindset for professional and personal growth.

The world of personal branding is a dynamic one, constantly evolving to keep pace with technology, cultural shifts, and audience preferences. Here are some key trends to watch in 2024 and beyond:

1. Niche expertise and community building
2. Long-form storytelling and vulnerability
3. Skills over aesthetics
4. Authenticity and social responsibility
5. Embracing the metaverse and Web3



**"PERSONAL BRANDING IS A REPRESENTATION OF YOUR SELF-AWARENESS JOURNEY. FINDING THAT CHILDLIKE CONFIDENCE AGAIN, AND NOT BEING AFRAID TO COLOR OUTSIDE SOCIETAL LINES."**

- Emma Norton, Founder, Become.



# BUT FIRST, HISTORY.

The concept of personal branding, while seemingly recent in its explosion on social media, actually has a surprisingly long and interesting history.

**Let's delve into the key milestones:**

Era	THE FACTS
<p><b>1937- 1990s</b></p> <p><b>Early Seeds</b></p>	<ul style="list-style-type: none"> <li>• <b>1937:</b> Napoleon Hill's book "Think and Grow Rich" emphasizes the importance of building a personal reputation for success.</li> <li>• <b>1960s-70s:</b> The rise of celebrity culture and self-help movements fuels the idea of individuals managing their public image.</li> <li>• <b>1981:</b> Al Ries and Jack Trout's book "Positioning: The Battle for Your Mind" introduces the concept of "positioning" oneself in the marketplace, laying the groundwork for personal branding.</li> </ul>
<p><b>1990s - 2000s</b></p> <p><b>Taking Shape</b></p>	<ul style="list-style-type: none"> <li>• <b>1997:</b> Tom Peters coins the term "Brand You" in his Fast Company article, emphasizing the importance of personal branding in the "knowledge economy."</li> <li>• <b>1999:</b> The launch of LinkedIn provides a platform specifically for professionals to build their online presence and connect with others.</li> <li>• <b>2000:</b> Peters' book "The Brand You 50" further cements the concept, offering practical strategies for individuals to build their brands.</li> <li>• <b>Mid-2000s:</b> Blogs and social media like MySpace gain traction, offering individuals new tools to share their expertise and connect with audiences.</li> </ul>
<p><b>2010s - PRESENT</b></p> <p><b>Boom and Evolution</b></p>	<ul style="list-style-type: none"> <li>• <b>2010s:</b> The rise of platforms like Facebook, Twitter, and Instagram creates a global stage for personal branding. Influencers emerge, demonstrating the power of online self-promotion.</li> <li>• <b>2016:</b> LinkedIn publishes "Personal Branding: Conquer the Future of Your Career," highlighting its growing importance in the professional landscape.</li> <li>• <b>Today:</b> Personal branding is more than just online presence; it's about authenticity, storytelling, and value creation. Individuals leverage various platforms and formats to build communities, establish authority, and achieve their goals.</li> </ul>





## KEY TAKEAWAYS

Personal branding isn't just a recent fad; it has roots in historical ideas about self-promotion, reputation management, and positioning.

The concept gained momentum with the rise of technology, providing individuals with new tools and platforms to reach wider audiences.

Today, personal branding is dynamic and multifaceted, driven by authenticity, storytelling, and the ability to connect and create value.

## AND NOW, THE FUTURE TRENDS.



# Niche expertise and community building:

# 1

## Moving beyond "jack of all trades":

Gone are the days of trying to be everything to everyone. Audiences crave authenticity and depth. Focus on a specific niche, become the go-to expert, and cultivate a loyal community around your unique value proposition.

## Leveraging micro-communities:

Platforms like Discord, Substack, and Patreon allow creators to build intimate, engaged communities directly. This fosters deeper connections, personalized content, and recurring revenue streams.

# 2

# Long-form storytelling and vulnerability:

## Beyond the highlight reel:

People are tired of perfectly curated feeds. Vulnerability and genuine storytelling resonate. Share your struggles, challenges, and behind-the-scenes moments to connect with audiences on a deeper level and build trust.

## Embracing multiple formats:

Don't be afraid to experiment! Podcasts, long-form blog posts, video essays, and even live streams offer opportunities for immersive storytelling and showcasing your personality.



# Skills over aesthetics:

# 3

## Substance wins over flash:

While visual appeal still matters, audiences are increasingly seeking valuable skills and actionable insights. Focus on sharing practical knowledge, tutorials, and case studies that genuinely help others.

## Demonstrating expertise:

Showcase your skills through collaborations, guest appearances on established platforms, or even creating your own online courses or workshops.



# Authenticity and social responsibility:

# 4

## Values-driven approach:

Consumers and collaborators are looking for brands that align with their values. Be transparent about your beliefs, support causes you care about, and build a brand that stands for something bigger than just yourself.

## Diversity and inclusion:

Celebrate diverse voices and perspectives. Actively amplify marginalized voices and challenge biases within your niche. This fosters a more inclusive and equitable online space.

# 5

# Embracing the metaverse and Web3:

## New frontiers for self-expression:

The rise of the metaverse and platforms like Decentraland and The Sandbox presents exciting opportunities for building virtual identities, creating immersive experiences, and even owning digital assets tied to your personal brand.

## Experimenting with DAOs and tokenization:

Decentralized autonomous organizations (DAOs) and tokenized communities could revolutionize personal branding, allowing fans and collaborators to directly participate in decision-making and share in the success of your brand.



# THANKS FOR CHECKING OUT THE TREND REPORT, COOL KID.

## WE'RE LAUNCHING IN 2024

As a pre-seed startup creating content for others like us: the freelancers, the entrepreneurs, the mentors, and all the individualists out there, we understand the value of personal branding - but in a way that suits you and your unique personality.

Our goal with our forthcoming content is to offer you the opportunity to choose your own adventure confidently. To feel supported, seen, and validated for your efforts as someone who's casually trying to save the world.

Follow us on [Instagram](#) or connect on [LinkedIn](#).  
[YouTube](#)'s a slow burn with big plans. Subscribe now to watch it all unfold.  
The entire website's coming soon. In the meantime, here's our [landing page](#).

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