

# How to Build YOUR BRAND

Step-by-step guide  
to help define and  
create your brand!

BY  
MAKING MILLENNIUM



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BE YOURSELF, EVERYONE ELSE  
IS ALREADY TAKEN

-OSCAR WILDE

## Let's start thinking about your brand

On this journey, let's figure out the basics to get your brand off the ground! We want to create something that highlights everything you stand for and everything that defines who you are. Authenticity is going to be key and we need to find the niche that will help you feel empowered to build your brand.

To get started, I want you to answer all the questions in the Process Worksheet below. You can leverage the suggestions provided to form your answers or use your own. Let's get started!



# PROCESS

01

## STEP ONE – DEFINE YOUR MOTIVATION

What is your end goal with this? What drives you to want to build your brand?

02

## STEP TWO – WHAT IS YOUR NICHE?

Think of 5-7 strengths that you have and can leverage to define 1-2 areas that your content will focus on

03

## STEP THREE – THINK ABOUT THE TARGET AUDIENCE

Who do you want your brand to resonate with? Think of the ideal audience for your content and their preferences

04

## STEP FOUR – BUILD AN ENGAGEMENT MODEL

What platforms do you wish to leverage and how often you plan to share. Consistency is key!

05

## STEP FIVE – WHAT IS YOUR "IT" FACTOR?

Differentiator, uniqueness; think of what makes your brand stand out. Your personality, experience, expertise, presence?



# EXAMPLE

01

## DEFINE YOUR MOTIVATION

I want to grow my career and leverage this brand to help me expand my professional network by reaching new audiences. I want my content to help me find like minded people

02

## WHAT IS YOUR NICHE?

I am a computer engineer with software development skills and have worked in 4 different industries. I am a woman in STEM leading a different path than most do after engineering.

03

## THINK ABOUT THE TARGET AUDIENCE

Millennials and Gen-Z individuals wanting to learn about different careers in STEM. Women in STEM who are also seeking to learn and grow their professional network.

04

## BUILD AN ENGAGEMENT MODEL

I am comfortable with creating content on LinkedIn and developing my website. I am not skilled with Instagram and Tik Tok to leverage those initially. Once a week will be my engagement cadence as this will not be overwhelming.

05

## WHAT IS YOUR "IT" FACTOR?

I bring positivity and ease to every conversation I am a part of. I am a woman of color who has lived, studied and worked in many different countries. I am an advocate for sustainability and ensuring everyone has access to education.

# WORKSHEET

01

DEFINE YOUR MOTIVATION

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02

WHAT IS YOUR NICHE?

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03

THINK ABOUT THE TARGET AUDIENCE

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04

BUILD AN ENGAGEMENT MODEL

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05

WHAT IS YOUR "IT" FACTOR?

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# REFLECTION

*Congratulations on taking the first step  
to building your brand!*

You now have the answers you need to start this journey. Use your answers to define and create your brand. Always remember to stay true to your intentions and reasoning behind this journey.

Many things will change along the way from your motivation to even your niche as time goes on. Every time you feel there is a change come and re-fill the Worksheet to understand what you and your brand need now.

Hope this worksheet helps you on your branding journey.

-the women in your corner

