

How to Create a Personal Brand That Attracts Clients

Building a personal brand isn't just about having a nice logo or catchy slogan - it's about consistency, clarity, and connection.

Start by defining your values and the kind of clients you want to attract. What do you stand for? What makes you different?

Then, create a simple content plan. It might be weekly posts on LinkedIn, behind-the-scenes Instagram stories, or a blog about your industry.

The goal? Be visible, be real, and be helpful.

When your brand speaks your values - clients hear you more clearly.