



Top tips on personal branding for freelancers and consultants

01

Be clear about why you're in business.

Work out if you want to build a business to sell, or if it's a lifestyle choice as this will help you make decisions around how you build your business such as choice of business model and the amount of investment you are willing to make.

02

Work out what you love doing.

Work out what really makes you tick and build out from this. Being passionate about what you're doing will help you maintain drive when the going gets tough and will come through positively in your offer to your customers.

03

Match key strengths to an identifiable need in the market.

Freelancing and consulting is a very competitive market so you need to be able to clearly articulate what job you can do for customers and what issues you can help them overcome. Ask the question 'what do customers value?' (see Top tips on proposition development).

04

Be clear about your target market.

Start with one target and ensure you can articulate it clearly. Consider specialising in a particular sector to help focus the development of your offer against this target. This doesn't mean that you can't take on business from other sectors but can help initial decision-making on investment of effort and money (see Top tips on proposition development).

05

Don't try to be everything to everyone.

Once you know what job you are doing for customers, identify your key strengths. Dial back on the less relevant skills and build on core ones. Consider training which complements these and helps make them different in some way eg more up-to-date or more innovative. (see Top tips on proposition development).

06

Check out the competition.

Know what their strengths and weaknesses are and work out why someone would choose you over them (see Top tips on proposition development).

A good book to help you understand and leverage your key strengths is **'Do what you are' by Paul D.Tieger.**