7 Steps to create a personal brand

1. Define your brand: Take some time to define your values, goals, and unique selling points, and use these to guide your branding efforts.
2. Know your audience: Take some time to research your target audience, and consider what they are looking for from your products or services.
3. Be authentic: Don't try to be someone you're not – instead, be true to yourself and your values, and allow your personality to shine through.
4. Consistency is key: Consistency presenting yourself in a professional manner and maintaining a cohesive look and feel across all of your online platforms.
5. Build a strong online presence: This includes creating a professional website, maintaining active social media profiles, and consistently creating high-quality content that showcases your expertise.
6. Create Quality Content: Hire a professional photographer who can help you create images to creatively reflect your brand ideals that will work for website or social media images.
7. Network and collaborate: Look for opportunities to connect with others in your field, and consider collaborating with other professionals or influencers to help raise your profile.