



PERSONAL BRAND BUILDING

24-HOUR AUTHORITY SPRINT

This sprint is designed to help you fix the most important basics of your personal brand in just 24 hours.

WHAT YOU WILL ACHIEVE IN 24 HOURS

By the end of this sprint, you will have:

- A clear one-line brand message
- Optimized profiles that explain what you do in seconds
- A more professional visual presence
- Visible credibility, even if you're new
- A simple, non-salesy way to handle inquiries
- A clear starting point for content

This is not about perfection.

This is about looking prepared and professional.

STEP 1 (45 MINUTES)

BRAND CLARITY RESET

Before visuals, content, or posting, you need clarity.

Create your one-line personal brand statement using this formula:

**I help [WHO] achieve [RESULT] through [METHOD],
so they can [BIGGER BENEFIT].**

Examples:

- “I help first-time property buyers choose the right home through guided decision-making, so they can buy with confidence.”
- “I help business owners clarify their brand through positioning and messaging, so they can attract the right clients.”

Now write three versions:

1. Short: I help ___ get ___.
2. Clear: I help ___ get ___ by ___.
3. Premium: Full formula above.

Choose the one that feels most natural.

Quick win:

You now know exactly what to say when someone asks,
“So what do you do?”

STEP 2 (60 MINUTES)

PLATFORM OPTIMIZATION

Your profile should work like a digital business card.

Update the following:

1. Name Line

Use your name + what you do.

Example:

Rachelle Cruz | Ayala Land Estates Broker

This improves search and clarity.

2. Bio Structure (4 lines max)

Use this format:

- Who you help + result
- Your niche/location/context
- Credibility cue (company, experience, affiliation)
- One clear call-to-action

Example:

Helping ___ achieve ___.

Focused on ___.

Works with / trained by ___.

Message me to get started ↓

3. One Clear Action

Choose only one:

- "Message me."
- "DM me."
- "Book a call."

Do not give multiple options.

4. Links

If no website:

Use Calendly, Jotform, or a simple link-in-bio

Make sure it works.

5. Highlights / Pinned Sections

Create these immediately:

- Start Here
- How I Help
- Process
- FAQs
- Proof
- Contact

Quick win:

People stop guessing and start understanding.

6. Social Media URL Optimization

Your URL should be clean and professional.

On Instagram:

Settings → Edit Profile → Username

Make it:

- Your name
- Or YourName + industry

Example:

@rachellecruzayala

@iamjohnnysmith

Avoid:

- Random numbers
- Underscores
- Long complicated names

On LinkedIn:

Go to your profile → Edit public profile & URL

Change it to:

linkedin.com/in/yourname

Remove random numbers or letters.

On Facebook Page:

Settings → Page Info → Username

Create a clean, searchable handle.

Quick rule:

Your URL should look professional enough to put on a business card.

STEP 3 (90 MINUTES)

VISUAL PRESENCE UPGRADE

You don't need a photoshoot to look professional.

Option A: Phone Photo

- Stand near a window
- Plain background
- Solid-colored outfit
- Clean, confident posture

Option B: AI Enhancement

If you already have a photo, use AI to improve it:

- **Remini** – photo enhancement
- **Canva AI Headshot** – clean, professional look
- **Aragon AI / TryItOn** – studio-style headshots (optional)

Important rules:

- Avoid heavy filters
- Avoid unrealistic skin smoothing
- Choose natural, professional outputs

You should still look like you.

Quick win:

Your profile immediately feels more credible.

STEP 4 (60 MINUTES)

CREDIBILITY SETUP (EVEN IF YOU'RE NEW)

You don't need testimonials to build trust.

Choose 3 types of proof below:

1. Borrowed Proof

- Company or developer credibility
- Team or organization affiliation
- Certifications or training

2. Process Proof

- Your step-by-step way of working
- Your checklist, criteria, or system

3. Competence Proof

- Walkthroughs
- Explanations
- "How I decide/evaluate/guide clients"

Create one pinned post or highlight called:

"How I Work"

Quick win:

You look prepared, not inexperienced.

STEP 5 (75 MINUTES)

FOUNDATIONAL CONTENT STARTER KIT

Start with content that builds trust, not hype.

Create your first 7 content pieces using these types:

1. Start Here Post

Who you help, what you do, and why it matters.

2. Process Post

Your step-by-step approach when someone works with you.

3. Common Mistakes Post

3 mistakes your audience often makes - and how you help avoid them.

4. Decision Guide Post

"How to choose between ____ and ____."

5. Checklist / Framework Post

A simple guide that people can save and use.

6. Myth vs Reality Post

A false belief vs the real situation.

7. Frequently Asked Questions

Answer the top questions people usually ask you.

STEP 6 (30 MINUTES)

SIMPLE INQUIRY & CONVERSATION SETUP

Your job is not to sell.

Your job is to guide.

Bio CTA (use this format):

"Have questions about ___?"

Message me, and I'll help you figure out the next step."

When someone messages you, send this:

Message 1

"Hi! Thanks for reaching out

May I ask a quick question so I can help properly?"

Message 2

"What are you currently looking for or considering right now?"

Message 3

"Do you already have a timeline, or are you still exploring options?"

Offer ONE next step:

"Based on what you shared, the best next step would be ___."

No pressure. No pitching.

Quick win:

You sound professional, calm, and confident - not salesy.

DONE IN 24 HOURS

This sprint gives you:

- Clarity
- Structure
- Confidence
- Momentum

You are no longer “just starting.”

You are intentionally building authority.

FINAL NOTE

The market doesn't reward who starts first. It rewards who looks clear, credible, and trustworthy.

This sprint helps you do exactly that.

If you're already good at what you do but people still hesitate

Build your foundation first.

SCHEDULE YOUR BRAND CONSULTATION:

Let's make you the obvious choice.