

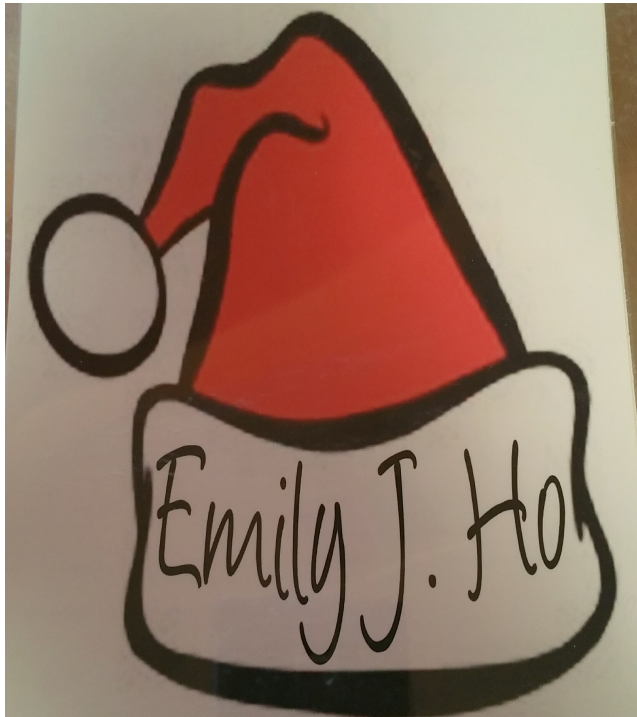


EMILY HO

AUTHENTICALLY SOCIAL
AUTHENTICALLYEMMIE.COM



PERSONAL BRANDING EVOLUTION



emmie
❤️ loves



PERSONAL BRAND EVOLUTION

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Hi there! I'm Emily Ho, a 30-something body positive fitness blogger, plus size fashion lover, social media strategist, and writer. Over the years, I've lost weight, but most importantly, I've learned to love myself no matter what the size. [Read more ->](#)



SUBSCRIBE & CONNECT

11k



8.3k



3.8k



1.5k

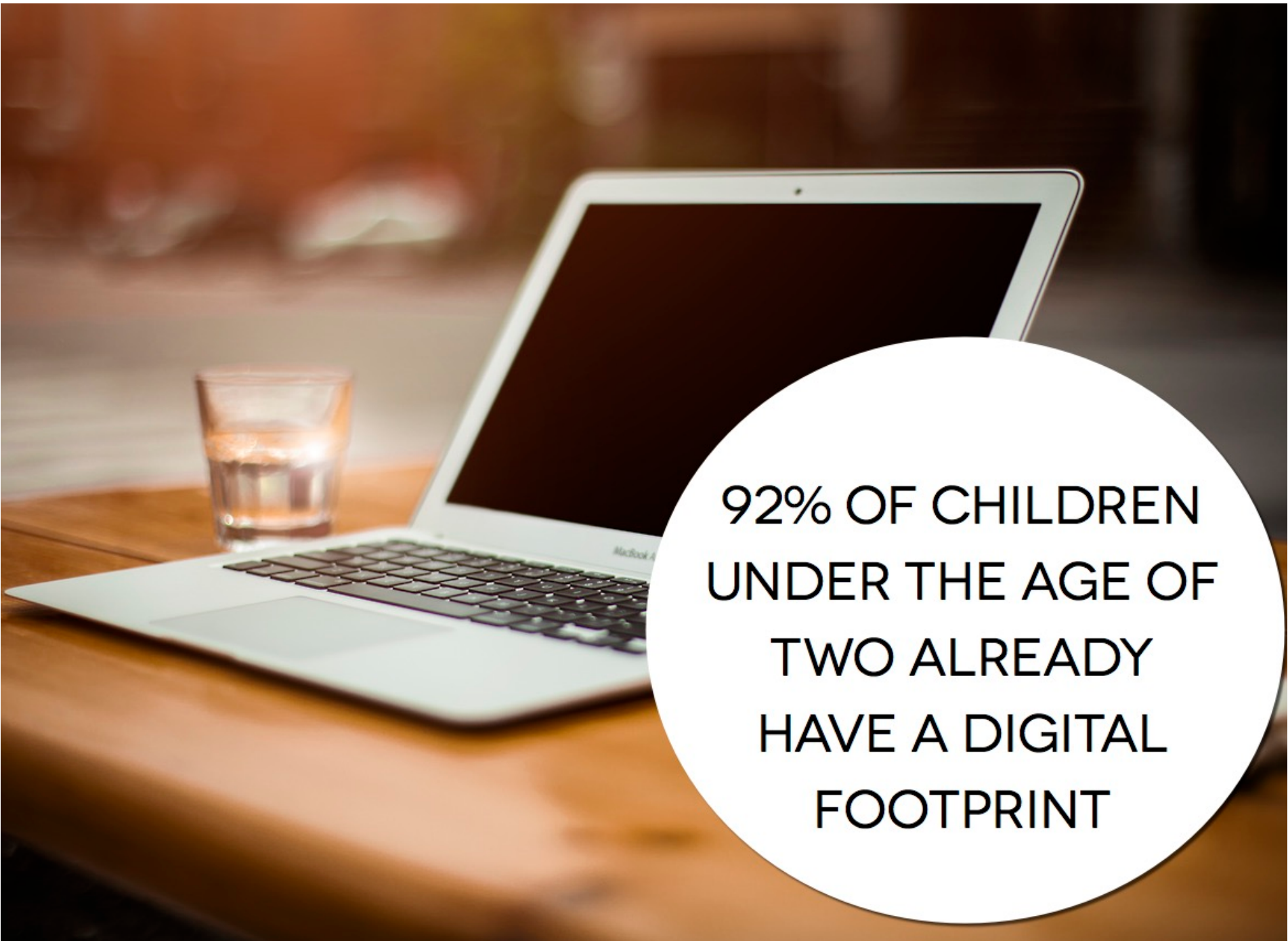


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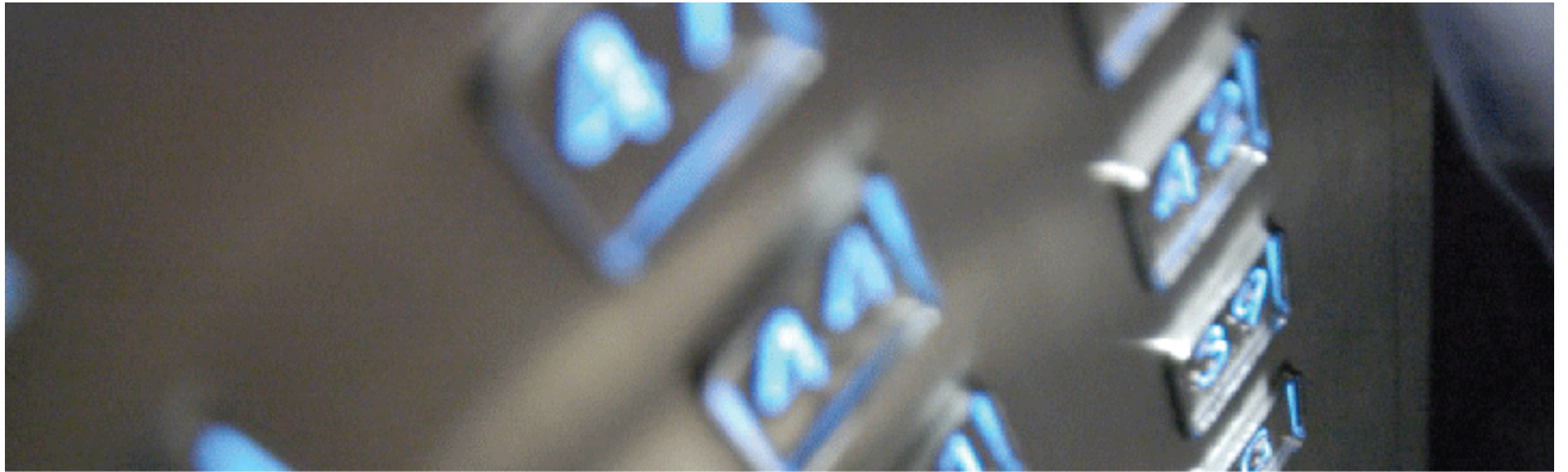


STOP SCROLLING, START DOING

FITNESS, LIFE  04.29.2015



92% OF CHILDREN
UNDER THE AGE OF
TWO ALREADY
HAVE A DIGITAL
FOOTPRINT



HITTING THE ELEVATOR



WHAT IS A BRAND?



WHAT PERSONAL BRANDING IS NOT

- A logo
- A fancy website
- A big advertising spend
- Thousands of social media followers



BEYOND THE LOGO

- What do others say?
- What feelings does it elicit?
- What is the actual experience?
- **What do they say about themselves?**



WHY A PERSONAL BRAND?

- More work you enjoy
- Landing ideal clients/customers
- Increased word-of-mouth
- Increased prestige/influence
- Repositioning/Career pivot
- YOU DRIVE THE STORY!



WHAT IS PERSONAL BRANDING?

- How do you want to be seen?
- What do you want to be known for?
- What do you want more of?
- Where do you want to be heard?
- How can you amplify your voice?



IT'S NOT BRAGGING



Image CC mattersofgrey on Flickr





 -PURPOSE

Image via Hustle + Grind

YOUR EXPERIENCE
WHAT HAVE YOU DONE?

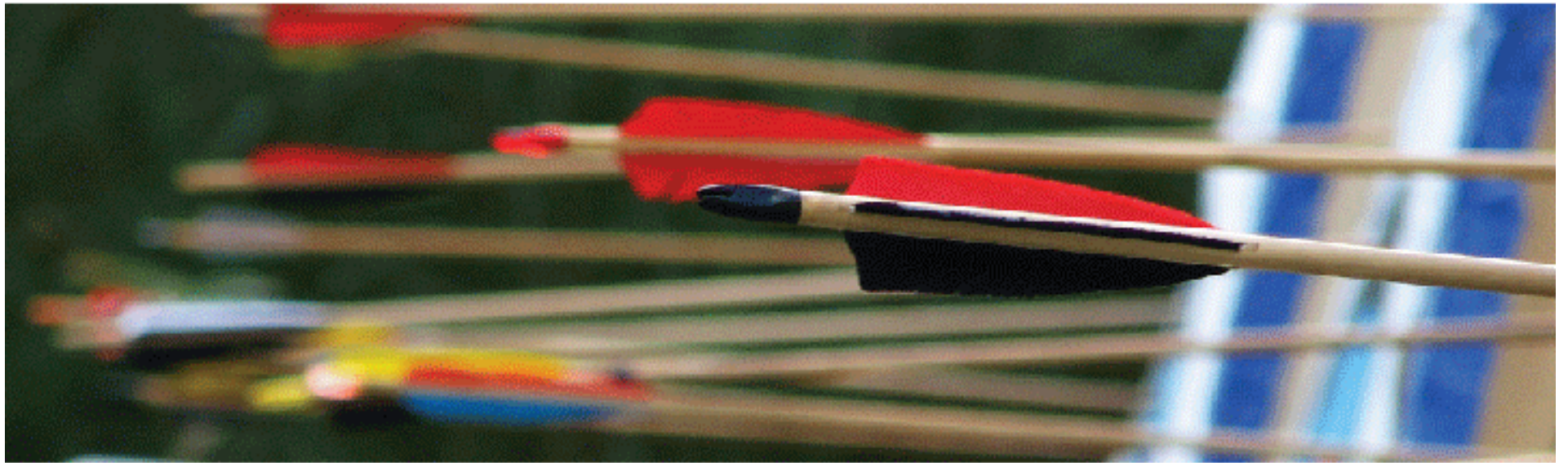
YOUR DESIRES
WHAT DO YOU WANT
TO BE KNOWN
FOR?

WHAT OTHERS SAY
THE CONVO
AROUND YOU

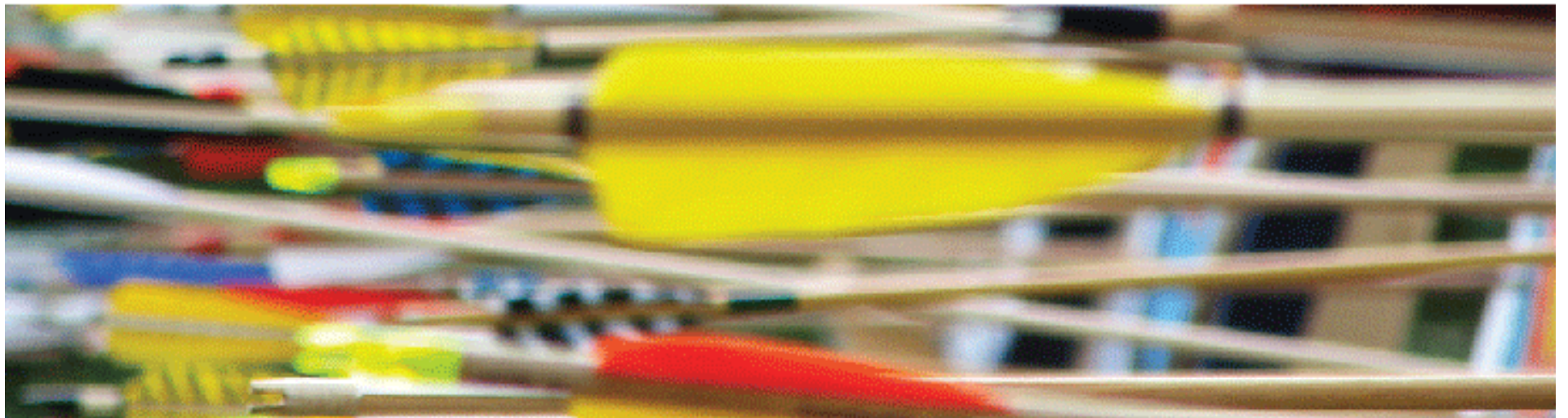
HOW YOU SAY IT
POSITIONING
STRENGTHS

WHERE YOU SAY IT
REACH/DISTRIBUTION





NICHE IT OUT





YOU CAN DO
anything
.....
BUT NOT
everything



PACKAGE IT UP





IT'S OKAY TO PIVOT



PERSONAL BRAND SUMMARY

- Define your niche
- Use your strongest stories
- Tie in what others say about you
- Test it out
- Work on your reach
- Refine as needed





SHARE YOUR BRAND

