

# build my brand

CUT THE NOISE & SPEAK TO THEIR HEARTS

UMAR IBRAHIM



APTITUDEDIGITALS.COM

# How to Build Your Personal Brand in 2025 in Less Than 90 Days

2024 has been a year of immense learning for me.

With over 60 clients served and more than \$21k+ generated for myself, I've learned the strategies that really work.

Now, I'm giving you the blueprint that helped me succeed — all packed in this mini-ebook.

If you're ready to make 2025 your breakthrough year, this roadmap will guide you step by step through the key areas of building a powerful personal brand.

**The path is clear:** Content Strategy, Design Strategy, and Personal Branding.

By the end of this guide, you'll know exactly how to position yourself, create impactful content, and grow your personal brand in under 90 days.

***Let's get started.***



# Chapter 1:

Content Strategy – Stop Posting for the Sake of It. Start Connecting.

Your content is the loudspeaker for your voice. It's how you connect with your audience, show your value, and share your expertise. The problem is, too many people post without any real intention. They're just filling space.

**Start thinking differently.** Content should be purposeful, aligned with your personal brand, and geared towards fostering relationships.

*Here's how you do it:*

## 1. Own Your Space

Your niche is your zone of genius. Focus on becoming the go-to expert in a specific area. A clear niche helps you cut through the noise. When you're seen as the expert, your audience trusts you, follows you, and buys from you.

- **How to Own Your Space:**

Pick your niche and make it yours. The more specific, the better. For example, instead of just being a "business coach," be the "business coach for female entrepreneurs looking to scale to 7-figures."

- **Content Example:**

If you're a mental coach, share lessons from recent client sessions or stories of breakthroughs. Share tips and actionable advice that your target audience can apply immediately.

# Chapter 1:

Content Strategy – Stop Posting for the Sake of It. Start Connecting.

## 2. Build Pillars of Value

Content isn't random. To build trust, you need to create content around 3-5 core themes that define you. These pillars of value should drive your content strategy. Think of them as your content's backbone.

- ***Pillars of Value:***

- **Teach:** Offer actionable insights, tips, and advice that helps your audience.
- **Inspire:** Share your personal journey, breakthroughs, and experiences.
- **Challenge:** Ask questions or start discussions that provoke thought and action.

### ***Example:***

As a business coach, you might share tips on sales strategies (Teach), talk about how you overcame your own business challenges (Inspire), and ask your followers to reflect on their own strategies (Challenge).

# Chapter 1:

Content Strategy – Stop Posting for the Sake of It. Start Connecting.

## 3. Keep It Fresh

Don't stick to just one type of content. Experiment with different formats to keep things interesting and engaging. Variety is essential.

- ***Post Formats to Experiment With:***

- ***Pictorial Posts:*** Quick, actionable insights.
- ***Videos:*** Share personal stories or behind-the-scenes footage.
- ***Carousels:*** Create educational slides with easy-to-digest information.
- ***Polls and Questions:*** Spark engagement by asking questions and getting opinions.

***Example:***

"I felt awkward going on a podcast last week... until I realized its value. Here's what I learned..."

*Switch between these formats to keep your audience coming back for more.*

# Chapter 2:

## Design Strategy – Your Brand Starts with Your Profile

### 1. Your Profile, Reimagined

A clean, professional profile is your first impression. This means having a strong headshot and an impactful headline.

- **Headshot:**

A sharp, confident photo can speak volumes. This isn't the time for a casual selfie. It should reflect the professional image you want to project.

- **Headline:**

Your headline needs to clearly communicate who you are and what you do.

**Example:**

"I help founders 3x their sales with my content strategy system."

Be clear and bold in what you offer. Your headline is a mini pitch to your audience.

### 2. The Banner That Speaks Volumes

Your LinkedIn banner is like your digital billboard. It's one of the first things people see when they visit your profile. Don't waste that space.

- **What to Include:**

- A professional design that reflects your niche and brand.
- Tools like **Canva** or **Figma** make it easy to design a banner that showcases your unique value.

# Chapter 2:

## Design Strategy – Your Brand Starts with Your Profile

- Think of it as a “**visual elevator pitch**” that encapsulates what you do in a few seconds.

### **Example:**

A banner with a clean, simple design that says, “Helping founders scale to 7-figures.” This immediately tells visitors what you do.

### **3. Stunning Visuals for Every Post**

Design consistency matters. Using branded colors and fonts ensures your posts stand out and are instantly recognizable.

- **What You Need:**

- Choose a color palette that reflects your brand’s personality.
- Consistent fonts for easy readability.
- Visuals like graphs, charts, and carousels to communicate data and complex information in a simple way.

### **Example:**

Use graphs to share the impact of your services. Visual storytelling can be just as powerful as written content.

**BOOK ME AS YOUR SPEAKER**

CONFERENCE | PODCAST | WORKSHOP

**WORK WITH ME 1:1**

BOOK A CALL

LET'S DRIVE GROWTH AND MAKE IMPACT TOGETHER.

**Unlock Your True Potential**

Take the First Step, Book Now!

**UNLOCK YOUR TRUE POTENTIAL**

TAKE THE FIRST STEP, BOOK NOW!

Book a 1:1 Strategy Call

+6 Million Lives Impacted Globally

How much **more impact** could you make if your scientific work was **relatable** to your audience?

AS SEEN ON BIOHACK+ YOURSELF prime video

Book a 1:1 Strategy Call

+6 Million Lives Impacted Globally

How much **more impact** could you make if your scientific work was **relatable** to your audience?

AS SEEN ON BIOHACK+ YOURSELF prime video

SIMPLIFY YOUR WORK AND REACH MORE PEOPLE!

HOW MUCH MORE IMPACT COULD YOU MAKE IF YOUR SCIENTIFIC WORK WAS **RELATABLE** TO YOUR **AUDIENCE?**

AS SEEN ON BIOHACK+ YOURSELF prime video

LET'S CHANGE THE WORLD TOGETHER.

CONNECTING PEOPLE. DRIVING GROWTH. MAKING IMPACT.

HAVE WORKED WITH VENTURA INSPIRE

Book a 1:1 Strategy Call

**UNCOVER THE BEST OF YOU!** WITH COACHING

standard chartered HUAWEI Deloitte. Logically. BASF

**Hypothetical Growth of \$100,000**



**REAL ESTATE BENCHMARKS**

By looking at the value of a hypothetical investment of \$100,000 into various Real Estate ETFs or matching the returns of Real Estate specific Indexes, and ultimately comparing these returns against the S&P 500, we can benchmark the expected performance of a passive non-leveraged investment in real estate.

Book a 1:1 Strategy Call

HOW MUCH MORE IMPACT COULD YOU MAKE IF YOUR SCIENTIFIC WORK WAS **RELATABLE** TO YOUR **AUDIENCE?**

AS SEEN ON apple tv prime video

Book a 1:1 Strategy Call

HOW MUCH MORE IMPACT COULD YOU MAKE IF YOUR SCIENTIFIC WORK WAS **RELATABLE** TO YOUR **AUDIENCE?**

AS SEEN ON apple tv prime video

09/12

# Roadmap to Personal Branding – Build, Amplify, and Scale in Less Than 90 Days

Building a personal brand is like planting a tree. It takes time, but with the right care, it will grow strong and provide lasting benefits. Let's break it down step by step.

## → Month 1: Set the Stage

Your first month is about laying the foundation for your brand. You need to define your identity, target audience, and content plan.

### **Perfect Your LinkedIn Profile:**

- Optimize your headline, profile picture, and banner. Make sure your profile clearly reflects what you do and who you help.

### **Define Your Target Audience:**

- Understand who you're speaking to. What problems do they have, and how can you solve them?

### **Create a Content Calendar:**

- Plan your content for the next 30 days. Map out the themes you'll focus on and alternate between different formats. Stay consistent.

## → Month 2: Start the Conversation

In the second month, it's all about engaging and connecting. The goal is to build relationships and begin creating a presence.

### **Post Consistently:**

- Post 2–3 times a week. The more consistent you are, the more trust you build with your audience.

### **Reply to Every Comment:**

- Engagement is key. Respond to every comment and start conversations with your followers. Build relationships and show your personality.

### **Experiment:**

- Try different types of content. See what works best for your audience and keep improving.

## Chapter 03:

### Roadmap to Personal Branding – Build, Amplify, and Scale in Less Than 90 Days

#### → Month 3: Amplify Your Reach

In your third month, it's time to scale. Start reaching a wider audience and build authority.

##### **Collaborate:**

- Connect with others in your niche. Collaborations, interviews, and partnerships can significantly expand your reach.

##### **Write Articles or Go Live:**

- Long-form content such as articles or LinkedIn live sessions can help position you as an expert.

##### **Share Knowledge in LinkedIn Groups:**

- Participate in discussions in LinkedIn groups that align with your niche. Position yourself as a go-to resource.

#### → Month 4+: Scale. Sharpen. Shine.

Once you've built a solid foundation, it's time to sharpen your strategy and scale.

##### **Monitor Metrics:**

- Track which posts perform the best and focus on replicating that success.

##### **Repurpose Your Best Content:**

- Turn successful posts into carousels, videos, or even articles.

##### **Stay Consistent:**

- Consistency is the secret to success. Keep showing up, learning, and adapting.

# The Action Plan!

Here's the real problem many founders face:

**Time.** Without dedicated time for writing, planning, and creating your content, you're paying the price by missing opportunities to engage with your ideal audience. You may think you're saving time by not focusing on content, but in reality, you're holding your brand back.

## The Solution:

**What if you could eliminate this pain point and finally focus on what matters most? What if your message could be crafted for you, with your exact voice and vision, while you focus on scaling your business?**

That's where support comes in. You don't need to sacrifice your time or your message. With a trusted partner handling your content strategy and writing, you can build a powerful, consistent personal brand — without the burnout.

## Final Thought:

***You're not alone in facing this challenge.*** Every founder feels the squeeze of time. But building your brand doesn't have to be a task that weighs you down. With the right action plan and the right help, you can keep your business thriving while your brand flourishes.

If you're ready to stop running out of time and start sharing your message with ease, it's time to think about delegating.

Let the experts help you turn your ideas into content that drives your business forward.

# What Makes You Memorable?

It's not just the words.  
It's not just the visuals.  
It's the feeling you leave behind.  
Your brand is how people see you.  
How they trust you and how they remember you.



“

**It's Time to Build Your Brand.** Your story is ready.  
Let's create something unforgettable.

Let's build your **brand**