

# Personal Brand Starter Kit

The template I use to position new public voices.

## Positioning statement

I help [who] do [what] so they can [outcome].

## Three pillars

Pick three topics you'll own. Everything you publish ladders up to one of them.

## Bio formula

[Identity] + [Proof] + [Promise]. 1-2 sentences. Same everywhere.

## Visual system

One typeface. Two colours. One photo style. Repeat it everywhere.

## Content cadence

1 long-form / week. 3 short posts / week. 1 conversation / day.

## First 30 days

Don't launch. Publish. Pick the cadence and hit it for 4 weeks before judging.