

# The Ultimate Personal Branding Checklist for the Modern Loan Consultant

Building a digital brand that makes people want to know you takes time. So for anyone that thinks this is a quick fix, adjust your expectations. This is a long game that takes thought, preparation and dedication.

In order to successfully transform your personal brand, you must start with a healthy dose of empathy. Slip of your loafers and slide into your prospects shoes. Experience what they experience. Feel what they feel. Then work towards feeling your way into your personal brand.

Two simple approaches is to consider the **INTERNAL** and **EXTERNAL** factors that drive our brand.

Internal	External
<ol style="list-style-type: none"><li>1. How you see yourself</li><li>2. How you want the world to see you</li></ol>	<ol style="list-style-type: none"><li>1. What 'other people' think of you when you're not in the room (or Google you)</li></ol>

## Internal Checklist

<h3>Your «Brand»</h3> <ul style="list-style-type: none"><li>• What makes you unique?</li><li>• What makes you smile and why do you want to share it?</li><li>• How authentic are your conversations everyday?</li></ul>	<h3>Your «Values»</h3> <ul style="list-style-type: none"><li>• What values do you instill in your work everyday?</li><li>• Why are these values important to you?</li><li>• How are these values demonstrated online?</li></ul>
<h3>Your «Audience»</h3> <ul style="list-style-type: none"><li>• Who do you want to work with?</li><li>• What value do you bring to their lives?</li><li>• Where do you find them?</li></ul>	<h3>Your «Vision»</h3> <ul style="list-style-type: none"><li>• Where is your brand going?</li><li>• How do you think your future feels?</li><li>• Have you made a plan to get there?</li></ul>

### PRO TIP

Looking at yourself like this is tough! So, if you're struggling to answer these questions, send an email to 5 of your best peeps and tell them what you're doing and that you need their help.

## External Checklist

### Your «Social»

- First impressions are everything. What are yours?
- Is your branding consistent across all your platforms?
- Are you participating in conversations or just observing?

### Your «Website»

- Would you take YOU seriously?
- What is the point of your website and how it is helping you grow your brand?
- Does your site encourage your visitors to want to seek your expertise?

### Your «Online Presence»

- Are you well reviewed?
- Is the information you have in your heart and head online?
- Why would you do business with you?

### Your «Content»

- Do you have modernized content that represents who are today?
- Does your content represent 'success' or does it represent sufficiency?
- Does the content you provide your audience with demonstrate your professionalism?

#### PRO TIP

Find three people in ANY industry that you admire or would want to emulate. Google them. Make a note of what makes them unique. Observe how they make you feel...then replicate it.

## Final Notes

- Do the work. Don't just read it. Just reading words isn't going to transform your personal brand.
- Marketing is an investment. Invest wisely, but invest.



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