

11 DANGEROUS MYTHS

ABOUT BUILDING

YOUR PERSONAL BRAND

(Thats keeping you stuck and invisible)



1. *“It takes too much time”*

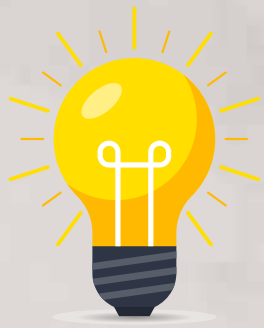
MYTH BUST:

You don't need a 5 year plan. Brand-building doesn't require hours. It requires intention.

Tips



Block 30 minutes once a week to share a thought, tip, or story.



Choose only one platform to begin with.

2. “I need to be on every platform”

MYTH BUST:

Just memorable somewhere.
Consistency on one channel beats
confusion across five.

Tips



Start with just LinkedIn or Instagram based on where your audience is.



Master one format (text, carousel, video) before you diversify.

3. “I need to go viral to be seen”

MYTH BUST:

Virality is luck. Visibility is strategy.
Choose impact over impress.

Tips



Focus on solving one painful problem your audience faces.



Show up consistently, not explosively.

4. *“I am not an expert”*

MYTH BUST:

You don't need 20 years of experience to help someone 2 steps behind you. Clarity over credentials.

Tips



Document what you've learned in your journey, not just what you've achieved.



Answer questions in comment section of others to help people.

5. *“My work speaks for itself”*

MYTH BUST:

Great work is invisible if nobody knows about it. Your work speaks louder after you’ve built trust.

Tips



Share behind-the-scenes of your process and client outcomes.



Repackage testimonials and wins into short stories or posts.

6. *“It’s too late for me...”*

MYTH BUST:

The best time was five years ago. The next best is now. Momentum only needs your first move.

Tips



Start with a “why I’m here” post and reintroduce yourself to your network.



Commit to a 30-day content challenge to build traction.

7. *“It’s only for extroverts”*

MYTH BUST:

Loud isn’t the same as impactful.

Tips



Choose a style that fits you-writing, designs or even videos.



Be yourself, your authenticity is what will connect with your audience.

8. *“People will judge me”*

MYTH BUST:

The right ones will support or buy from you. Silence protects you from criticism, but also from opportunity.

Tips



Focus on serving your ideal audience, not pleasing everyone.



Mute the noise. Most critics are just spectators.

9. *“I don’t know what to say”*

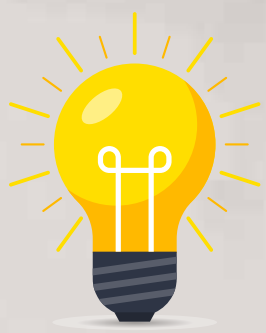
MYTH BUST:

You do! If you’ve ever helped a client, led a project, or solved a problem, you have content.

Tips



Turn everyday conversations into short-form posts.



Use frameworks like “what I did-
what I learned - what you can do.”

10. “I need a content team”

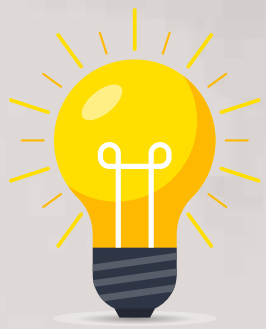
MYTH BUST:

Not in the age of AI. Clarity, canva and some prompt engineering skills will do.

Tips



Use templates on Canva for visuals, ChatGPT for captions.



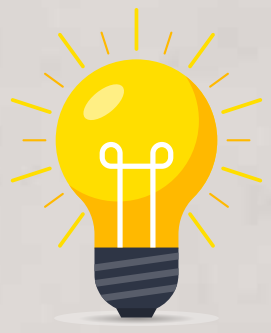
Plan your posts weekly in Notion or Google Docs.

11. “It’s self-promotional”

MYTH BUST:

Helping people understand your value isn’t arrogance. You can’t help people who don’t know what you do.

Tips



Focus on solving problems and providing value.



Share how you help, not just what you sell.

BUILDING MY PERSONAL BRAND.....

- ✓ Has taken me from 900- 65000 followers.
- ✓ Opened up opportunities for professional and personal growth.
- ✓ Helped me earn extra income that buys me freedom.
- ✓ Gotten me speaking and podcast appearances from Australia to Argentina.

**IF YOU ARE THINKING ABOUT BUILDING YOUR
PERSONAL BRAND, DONT.....**

Stop Thinking.

Take that first step. Its the hardest.

In my 1-1 coaching, I share the exact blue print that got me from 900-65000 followers and also that extra income.

Book your call through my featured section.

REPOST

Share with others to help them.

Follow Priyamvada S

For daily tips on well being and growth.

