

ARCBOUND

Build a Brand That Opens Doors:
A Workshop for Thought Leaders in the Making



Our Objectives Today



1. Share the foundatoinal steps of why you should build your personal brand, starting with instructions on how to go about it, and the opportunity to get a running start while we're together.



Bryan Wish

Founder at Arcbound

Bryan saw the opportunity to build a company like Arcbound while working on a book launch for The Creative Curve by tech CEO Allen Gannett. Bryan realized Allen wasn't just launching a book; he was building a personal brand. With that in mind, Bryan built an end-to-end service to create a sustainable platform for leaders who want to unify others with their message. Seven years later, Arcbound has worked with hundreds of clients across Y Combinator, YPO, EO, Tiger 21, investment firm partners, mid-market executives, post-exit entrepreneurs, high level authors/consultants, and NYSE-listed company leaders. Whether building individual brands or scaling influence across organizations, we make your unique value portable and impactful through comprehensive brand strategies, compelling content, and strategic relationships that create meaningful opportunities.





Q&A: Get to Bryan Wish



Let's do this!

AGENDA

1. AN INTRODUCTION TO ARCBOUND
2. WHY YOU NEED A PERSONAL BRAND
3. WHAT IT TAKES TO BUILD A STRONG PERSONAL BRAND
4. GETTING THE TIMING RIGHT
5. MAKING IT HAPPEN WITH Q&A AT THE END



About Arcbound

Established Authority

Since 2018, Arcbound has empowered leaders and executives to build impactful personal and corporate brands.

Brand value is cultivated in the hearts and minds of consumers gradually and requires leaders to engage thoughtfully with potential customers.

Focused Vision

Forward Framework

Today, we turn accomplished professionals into influential brands by defining the unique intersection of their knowledge, perspective, and purpose—and expressing it with substance and style.

About Arcbound

Diverse Clientele



Strong brands create strong emotional connections, **expanding the funnel of opportunities and accelerating conversions at every stage**, especially between awareness and consideration and usage and loyalty.

Value-Driven Branding

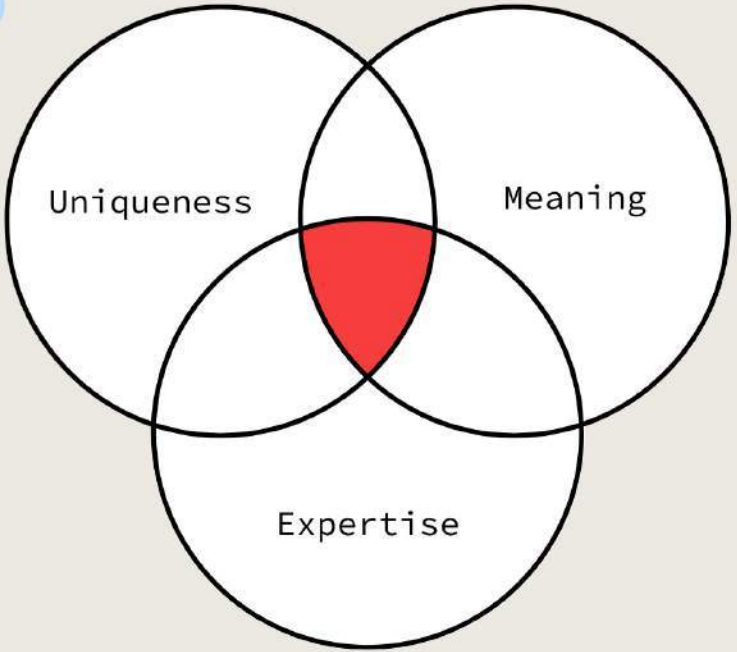
Arcbound empowers executives to unlock potential through transformative branding.

Influence Begins with Clarity

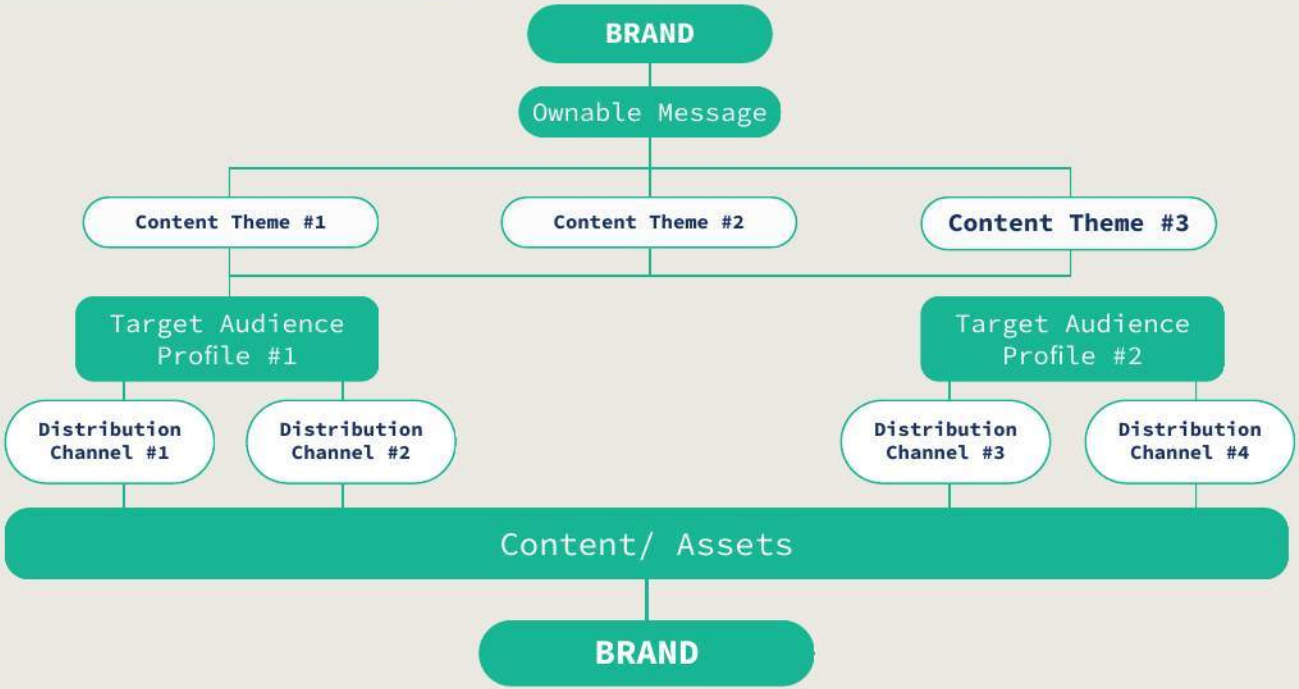
Discover Your Ownable Message

Through our proprietary methodology, we uncover where these elements converge to create your ownable message—one that resonates authentically and positions you strategically in your field.

We transform expertise into influence. From message discovery to strategic activation, Arcbound provides the complete journey from accomplished professional to influential brand.



Our Framework



Questions?

Drop questions on the foundations of a brand in the chat!



What Does Having a Personal Brand Mean?

So . . . What Is a Personal Brand?

A Personal Brand is a distinct identity and an intangible asset that attracts opportunities and produces benefits as it grows.

Thought Leadership is the strategic sharing of expertise and insights to position yourself as a trusted guide in your field. Publishing thought leadership is one of the most effective ways to activate and sustain a personal brand.

The Short of It

In short, your personal brand is in everything that touches or concerns consumers. . .

. . .intentional and otherwise

Today, we're talking about intentional personal brand development and activation through building a message and content to communicates the message.



“

First of all, the objective of a personal brand is a larger, more portable, more rewarding identity that accomplishes more for the brand than reputation alone. In the simplest terms, the objective of the personal brand is to attract more and better opportunities.

”

- Blaire Kotsikopoulos

Why Build a Personal Brand?

- Extend and augment your reputation
- **Communicate your expertise,** perspective, and values in shorthand
- Fatten your purchasing funnel
- Accelerate your customer journey
- Pull in opportunities with less work
- Future-proof your career



People of Arcbound

Charlene Li



Disruption & AI Expert,
YPO Member, & NYT
Bestselling Author

Sean Magennis



Former President, YPO
Global Business Advisor,
Servant Leader

Nawal Roy



Founder, Holmusk &
Healthcare Innovator



Breakout Question No. 1



Imagine: You're in your favorite sports stadium or concert venue with tens of thousands of raving fans with a similar value set.

Discuss: If your personal brand had a billboard, what would be on it?

The ownable message for each of us is there. . .but you may not have uncovered yours yet. This workshop is meant to force you through the early work of zeroing in on your ownable message.





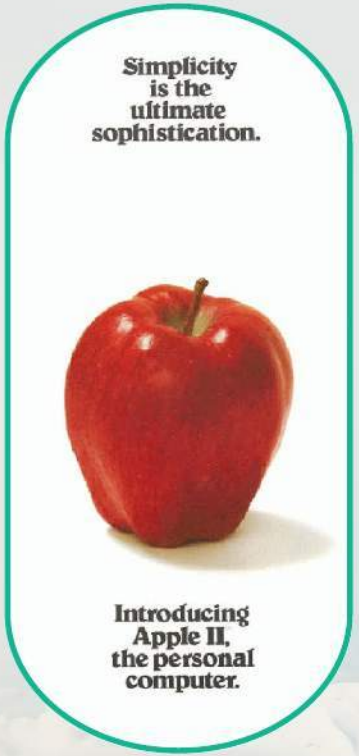
A reality of brand building is that brands are built in the minds of others

- Blaire Kotsikopoulos

Brands Live in Both Minds and Culture

To work for you, your personal brand needs to stand out. That's because **brands are built in culture, and culture is a zero sum game.**

When your brand enters someone's consciousness, something else held in their mind must make space for it. Staying top-of-mind requires brand strength. Strong brands are built with four simple things. . .



Your personal brand strength comes from four things. . .

- **Familiarity**—it's more than awareness, it's how much they know . . .
- **Regard** . . .and if what they know (or think they know) is positive
- **Relevance** is based how much the brand connects to the consumer's personal life
- **Uniqueness** is the degree to which your brand is competitively distinct

Making it All Happen

The strength of a personal brand depends on all four personal brand pillars working together:

- Familiarity is the gateway
- Regard gets you into the consideration set
- Relevance and Uniqueness create the emotional connection that brings you to the top of the pile



Believe me, my journey has not been a simple journey of progress. There have been many ups and downs, and it is the choices that I made at each of those times that have helped shape what I have achieved.

- Satya Nadella

Questions?

Drop questions on the foundations of a brand in the chat!

Build your community— and your Relevance

- **Narrow the field.** Get clear on the 1-3 target audience profiles you'll focus on. Identify their demos, qualities, pain points, and goals.
- **Test your fit.** Think through how you treat or cure the pain points for each target audience and identify stories that communicate that.
- **Get ready to serve the audience.** Strong brands are meaningful and unique; the easiest way to demonstrate both at scale is with content that serves the community of interest. There are MANY mediums you can use to create content that conveys your ownable message, from lightweight social content to a book that captures your approach.

Build your community— and your Relevance

- **Cheap, cheerful, and rented.** Social channels can be used at a high volume nad serve as lightweight vehicles for testing messaging and stories.
- **Owned.** A website, a blog, a newsletter, and/or a podcast can be yours in a way that social media can't be, providing a permanent home for your ideas and your community.
- **Lasting.** Well-placed articles, courses, and books can be enduring resources for your audiences.

Everything connects to the ownable message through content pillars, community profiles, and brand associations that are dialed up and down depending on the "job" the content is set up to do.

How we get there

Develop a Repeatable Production System

- **Be consistent:** The most important thing to prioritize when beginning to produce content is consistency in ideation, format, distribution channels, and cadence. Consistency is not the only element necessary to generate Regard for your brand, but it is an essential input in cultivating it through a content strategy.
- **Build brick by brick:** Don't overcommit yourself to more content than you can keep up with. We recommend starting by posting one to two posts per week on one platform and building slowly from there. For the vast majority of you, that platform will be LinkedIn or potentially a newsletter
- **Timebox content creation:** Whether you produce the content on your own or to collaborate with a freelancer or firm like Arcbound to create it, you should set aside a weekly block of time to craft and review your content.
- **Train your audience:** In time, your audience will get into the habit of consuming your content on a regular cadence. By continuing to build on this cadence, you'll funnel your audience to your products and/or services.

Convert Content Into Sales & PR

BRAND EQUITY ⇒ OWNED AUDIENCE ⇒ CONVERSION

Social Media



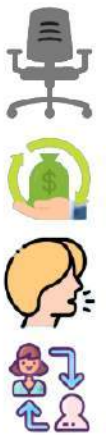
Email Newsletters, Website, & Podcasts



Books & Courses



Board Seats, Investment Opportunities, Speaking, & Coaching/Consulting





Workshop No. 2



Discuss: Based on the ownable message you defined in workshop No. 1, what do you think are the best content themes and target audiences for you to target? Why?



When's The Right Time?

The right time to begin your personal branding journey is:

1. When you can invest in the deep work associated with defining your ownable message and developing your content strategy AND
2. Consistently produce and publish content that promotes and preserves relevance and uniqueness AND
3. Undertake the activities required to nurture your community

. . .it doesn't have to be a lot, but it has to be unfailingly consistent

"...And Deciding If You're the Right Person to Do It"

- You know your personal brand best. . .but you may need a thought partner to draw it out of you and distill it
- You may need a coach or partner to develop the content that activates the brand
- You may be great at activating the brand in the cheap and cheerful channels but need help with an owned platform or a more substantial asset