



HOW TO BUILD YOUR AUTHENTIC ONLINE PRESENCE

AND SHOW THE WORLD WHO YOU TRULY ARE

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You are strong, you are capable, you are creative, and you are inspirational. And you can build an online personal brand that people love.

This book is designed to inspire, to empower, and to educate you on the tools, the mindset and the beliefs that will empower you to create a powerful and authentic personal brand.

PROLOGUE

Are you finding yourself at a crossroads in your life? Either by way of your own decisions or something outside of your control?

If so, are you also struggling to figure out your next steps? It can be hard to know which direction to take when you suddenly have to find a new way to make money or find a new path towards happiness and fulfillment in your life.

I was there myself just 5 years ago. I made the decision to leave my corporate job in NYC, to leave the identity I had built for myself, and to go in search of new adventures. Those adventures led me into an unknown where I didn't know what my next steps were.

What I've found though is that it's the adventures into the unknown that provide some of the most meaningful and impactful experiences. And it's those experiences that have allowed me to grow as a person, share my experiences and contribute to the lives of others. And one of the ways I have been doing that is through building my online presence and brand.

There are many online platforms that I have used on this journey but my most used is Instagram. Instagram is possibly one of the most powerful tools on the planet to connect with like-minded people, to discover your passion for life, and to help you make money online!

But it often takes a lot of clarity to determine how you want to show up on the platform, what kind of value you want to offer your audience, and the message you want to deliver.

CHAPTER 1

WHAT IS AND WHY DO YOU NEED A PERSONAL BRAND?

A personal brand is a way to showcase the brand of YOU to the world.

A personal brand is a way for people to get to know you! It's a way for them to get to know what you are about, what you have to offer the world, and **WHY** you do what you do.

A personal brand is a brand about YOU!

And your personal brand is critical in today's world because so much of the trust we build with people and businesses is done online first. If you are interested in working with a business or a coach, going to an event or just purchasing a product, you are most likely going to do some type of research online first.

So it's important how we present ourselves to the world, and that comes through building a personal brand and

online presence that lets you shine so that you can share your message.

WHAT DOES A PERSONAL BRAND INCLUDE?

It includes how you showcase yourself on public social media platforms, what shows up when someone Google's your name, what is presented on your website. It also includes your logos, the colors, and fonts, and generally the feeling your brand offers to people that view your work.

In the context of this book, your personal brand is mostly about your online world. But your personal brand is also how you present yourself in the offline world. Banners, books, speaker presentations, the clothes you wear, and the energy you show up with. **It's all creating the brand of YOU and the image you choose to project into the world about who you are.**

WHY IS YOUR PERSONAL BRAND AND ONLINE PRESENCE IMPORTANT?

Whether we like it or not, people ARE going to search for you online. Employers are searching for you when you go into an interview. Clients are searching for you when they look for a coach, and even potential first dates are searching for you before you meet them for drinks. It's the reality of the world we live in today.

But the cool thing is that YOU get to craft the picture the world sees of you. You get to create the perception they see when they find your Instagram, LinkedIn, or Facebook account online. They get to hear your words and you get to create the vision they see in their mind about who you are.

I have a harsh truth for you though. To build a personal brand that resonates with your audience, you are going to have to change who you are first. You are going to have to change how you think, how you act, and how you feel.

You are going to have to learn how to show up authentically, become confident in speaking your voice, overcome any fears of picking up the camera, and find the courage to share your perspective even if it goes against what everyone else in the world believes and thinks.

“Those who are crazy enough to think they can change the world are the ones that do”

So let's get started, the rest of this book is about how you can create a successful online presence that will change your life forever and give you the confidence to create the reality you always dreamed of.

CHAPTER 2

HOW TO SHOW UP AUTHENTICALLY ONLINE

What does it mean to show up authentically online?

I believe it means that you show up as you are, you are not trying to portray yourself as someone that you aren't. You aren't trying to pretend to be someone, you are just being your true self.

But quite often we don't even realize what it means to be our true self. To understand who our true self is takes a lot of self reflection and internal work. And it takes a lot of awareness around how we **think, talk, act** and **feel**.

If you haven't yet read my first book, **The Rise**, then that's the best place to start to understand who you are and where you want to go. But once we have a bit more awareness around who we are as an individual, you want to

be sure you are showcasing the best version of yourself to the world.

There are many people in this world that call themselves “influencers” but often the truth is that quite often they are faking it. I’m generalizing here but I’m there are people out there that are trying to put on a face for who you want them to think they are, rather than who they actually are.

They are renting the expensive cars for their photos, they are teaching things that they themselves haven’t yet truly mastered. And while I’m not of the opinion that you have to be an expert at something to teach it to someone else; I am of the opinion that you need to be authentic and telling people the **truth** about who you are and your mission to help them.

One of the best compliments I ever received was that when 3 women came on my Croatia retreat in 2018, they said ***“You are exactly who we thought you were.”***

I thought that was such an incredible comment and it has stuck with me ever since. Yes it’s about me showing the world who I am, with all of my flaws and all of my strengths.

It’s all about showing the world that you are human.

The world needs you to be authentically yourself. The world needs you to share your gifts.

WHAT ARE SOME THINGS THAT PREVENT US FROM SHOWING UP AUTHENTICALLY ONLINE?

- Fear of failure
- Fear of the unknown
- Fear of judgment

Each of these fears heavily contributes the resistance of showing up as your authentic self. We are afraid that if we truly show the world who we are, then they are going to judge us.

We are also afraid that if we start to put ourselves out there, and we fail, then we are going to be perceived as a failure. So instead we often don't even try.

This keeps us in a perpetual loop where we want to make a change, we want to build something new, but we are too afraid of taking the actions necessary to make it happen.

But what if you could break that cycle? That's what this book is designed to teach you.

LET'S TALK FOR A SECOND ABOUT FAILURE.

Another thing about authenticity is you want to be authentically you, this means you document the journey. You can share your true voice with the world. You can share your setbacks, your failures, and what you originally thought was an utter disaster.

But the thing we need to remember though is not to attach our self worth with our failures. You are not your failures. Your results are not you. But the cool thing is, people want to hear about these things from you. They want to hear about your failures and struggles because they are probably going through something very similar in their life.

When you are being authentic, you are aligned with WHO you are. With what you LOVE to do. And with what you KNOW you can offer and help your audience with.

SO HOW DO WE GET STARTED?

When you are trying to get started in building an online presence, imposter syndrome often shows up in the process. We don't feel like we are capable of becoming a

voice online, or we don't believe that people will want to hear what we have to say.

And we typically don't feel like we "have made it yet to really be doing this." Maybe we are leaving one version of our life and stepping into a new role where the new identity of who you want to be in the world doesn't match who you are today. This is me today as I'm writing this E-book to become a personal branding and life coach as I'm also transitioning away from my role as a full-time software engineer.

And this may seem like I'm contradicting myself a little bit as well. I'm telling you to show up as your authentic self while I'm also tell you to show the world the identity of who you want to be.

Well if we want to show up as who we are, then how are we supposed to become someone else as this new identity? Well the answer is that you speak your truth to your audience. You tell them you are on a journey to "become a coach," "become an entrepreneur," or whatever you want to become as the next version of yourself.

You can be honest with your followers that you are on a journey. You are on the journey to create the person you want and desire to be in this world.

I'm here to tell you that the world **NEEDS** what you have to offer. There are millions of people out there that are searching for the answers that YOU have because of YOUR unique experiences.

THE WORLD NEEDS YOUR VOICE

It's actually our responsibility to get our voice out there in the world, because if you don't share your gifts with others, those people that need your help will remain in pain.

I have some questions for you to answer today.

- 1) What do you love to do?
- 2) What kind of experiences do you want to have in your life?
- 3) How do you want to grow?
- 4) How do you want to contribute?
- 5) Who is your target audience?

CHAPTER 3

BELIEVING IN OURSELVES AND OUR VOICE

My first question to you today is, do you believe in yourself?

Do you believe that you can accomplish anything you set your mind to? Do you believe you are worthy of having everything you want in your life? Do you believe that the world needs the knowledge that you have living inside of you?

And most importantly, do you believe you are worthy of love? **This is one of the deepest fears a human can have.** Not being worthy of love.

But quite often we don't believe in ourselves. And what is a belief really? **A belief is a feeling of absolute certainty that something is true.** It doesn't necessarily make it true in the real world, but you believe in your body that it is true.

And that's where the problem comes in because if you believe that it is just too hard to get there, you never will. And if you will never be able to fully achieve your dreams?

Our Beliefs Control our reality, how we see the world, and the amount of energy we are able to put into things. Protect your beliefs and help yourself create strong and empowering ones!

So whatever you believe, I promise you are going to make it true. So we have to become conscious enough to recognize that our beliefs might be holding us back from the life that we truly desire for ourselves.

I know that when I started building my personal brand online, I didn't believe that I could make it happen. I didn't believe that I could grow my following at the time from 250 followers to over 6500 that I have on Instagram as I write this.

But luckily I didn't have to believe that I could do it at the time, because other people believed in me. They told me

Have you ever heard of the *Reticular Activating System*? It's this part of our brain that filters out all the noise except

what we are focused on. And our belief systems influence this process in a big way!

So whatever you believe, you will find, therefore if we learn to change our belief systems and look for the good and opportunities in our lives, we will start to find more of them.

A song I would recommend is "Good - Akira The Don". It's in my Spotify playlists and it really has been a great song to help me see the good and the lessons in each thing that happens in my life.

CHAPTER 4

YOU HAVE YOU JUMP TO BE SUCCESSFUL

You are going to have to jump to accomplish your dreams, you are going to have to take a leap of faith.

What's keeping you from putting yourself out there? What is keeping you from sharing your voice online?

Stepping outside of your comfort zone isn't an easy thing to do. But what I've found over the past few years is that growth and genuine happiness sits on the other side of your comfort zone. **That's where freedom lives.**

But we have a lot of "what ifs" that we need to get through to possibly even start.

We live in these "What ifs"

- What if I quit my job and it doesn't work out
- What if I go down this path and then I don't like it
- What if I go bankrupt and everyone sees that I failed?

But the reality is, what if you **DON'T** do it? Will you be happy with your life if you just stay in this comfort zone for the next 10, 20, or 30 years?

Or would you be happier if you made the jump? If you gave it a try and said I don't know if this is going to work but I'm going to do my best and explore this.

There's still often something that tends to hold us back from even trying though. What's the #1 thing that is keeping you from posting on social media? Typically it is **Fear!**

Fear of judgement. Fear of speaking up. Fear of what other people might think. Fear of not knowing enough. We have all of these fears living inside of us that are stopping us from sharing our true self with the world.

But I'm here to tell you that you have gifts living inside of you that the world needs. You have gifts that will help eliminate other people's pain. You have gifts that will help others get to the next level of their lives. It's all living inside waiting for you to start sharing it with the world online (or offline too!).

What else are you afraid of that is keeping you from speaking your voice?

I don't want you to be paralyzed by fear, **I want you to get curious about your fear.** What is keeping you from posting? As yourself these questions:

1. What am I really afraid of? What is the real fear here?
2. Is what I'm afraid of that may happen really true? Is it really possible that this is true? Or am I just making up a story in my mind?
3. What's the worst thing that can happen if you step into this fear? What if what you think is going to happen really does happen?

What if instead of resisting the fear, you became friends with the fear? *What if you danced with the fear instead?*

Truth Bomb: You don't have to be perfect and know everything to help people.

You don't have to know everything, you just have to get people on the right path towards achieving their goals.

However you have to jump first. You have to start yourself down the right path and believe that you can do it before anyone else does.

The great thing is that we then learn from the bumps along the way. We learn from all the forks in the road and all of the obstacles we have to overcome as we go down the path towards building our dreams.

The amazing thing is that when we start to go down this path, we learn from everything. We learn from the good and we learn from the bad.

I learned so much about running my own events and retreats, from being a part of other experiences myself, I learned how to create epic experiences for others, I learned how to truly fuck it up, and everything in between.

I wouldn't have those experiences without having made the jump.

Once you find something you are good at and passionate at, stick with it! The energy you put into that thing is going to be the fuel to build your new life. Then you iterate and make it better and better over time.

Bridging and Closing the Gap

You have a gap from where you are to where you want to be. And you have to get out of your comfort zone to close that gap. That's why you have to jump.

I know it's not easy, but if there's inner wisdom telling you to make a change, it's my recommendation to listen to that inner voice. It knows you are capable of more. It knows you can build the life of your dreams. It's just needs you to be fearless and confident in yourself first.

Each small step along the way helps you close that gap. It might not seems much at first, but even just a 1% improvement each day will move mountains in the future. And a year from now when you look back, you won't even recognize the person you have created.

You change change your life, you can make the jump. You can share your voice online. And I'm here to support you on that journey.

Making Progress

What's the reason you don't want to take actual and step outside of your comfort zone? Because you don't want to feel the **pain** of failing.

Pain + Reflection = Progress

But there is no such thing as failing, there is only moving forward. There is only learning and growing from each and every experience. So taking action, making one post, writing one email, creating one landing page is all progress towards building your personal brand.

Be grateful for your path, be proud of yourself for making that post, and get excited about the portfolio of work you are creating. I promise it will be worth it in time.

And remember, it's not easy to step into the unknown, but everything you want is on the other side of your own discomfort and fear, **so when you step bolding into the unknown, you will have a tremendous breakthrough.**

"The unknown has never let me down" - Patrick Farrell

CHAPTER 5

WHAT IS YOUR WHY?

This is the most important question to answer for yourself before you get started

What is your why? What is your purpose behind putting yourself out there online?

Is it to inspire? Is it to educate others? Is it to empower other individuals to live their most authentic and fulfilled lives? Or is it to feed your ego?

We need to answer this question first before we can get started doing anything else.

But let me ask you, why are you doing it? Why do you want to put your voice out there in the world?

Our why is super important and it drives everything.

“People don’t buy what you do, they buy why you do it.” - Simon Sinek. So why do you do what you do?

When we connect more with our why, we connect with our heart. There's a great Tony Robbin's quote that says *"When you are in your head, you are dead. When you are in your heart, you are smart."*

And I truly believe that to be the case. I believe that knowledge isn't truly wisdom until it hits your heart. So when you learn to connect with your heart more, you give the world the medicine it needs most.

So the more that we can get clear on our why, the more success we will have with our online brand I believe.

CHAPTER 6

YOUR PERSONAL GROWTH IS THE KEY TO YOUR ONLINE GROWTH

Your audience wants to see you grow, your audience wants to join you on this journey.

Every Morning You Have a Choice

You can choose to be miserable, or you can choose to be happy. Sometimes that's a harsh truth to recognize but choosing happiness and choosing forward momentum starts within.

[Open Your Eyes](#)

We are constantly making choices each and every day, in every moment. But are we always aware of the choices we are making at a conscious level? To grow as an individual, we have to bring awareness to where we spend our time,

our energy, and how we feel about ourselves and the world around us.

FOCUS

Our attention is super valuable. And there is a difference between attention and time. I could spend time on something but not really put that much attention to it right? Then I'm just kind of wasting my time.

But if I put a lot of focus on something and give it my full attention, my time is much better spent. So learning how to be aware of our thoughts and where we put our focus is super important.

It's getting harder and harder to turn money into attention, but it's actually getting easier to turn attention into money.

On of the exercises I have for you today and this weekend is to find 10 - 20 people that you're are CURRENTLY following that no longer resonate with you. Because your focus and your energy is important. So where are you putting your focus?

If it's on accounts that you follow that no longer resonate with who you are and who you want to become, then we should stop following these accounts and free up space for you to focus on accounts that are important for your own personal growth.

EMOTIONAL STATE

Our emotional state affects our lives in profound ways. It affects if we have the energy to make our daily post, engage with our audience, and create new content. And that in turn affects how much money you make and the impact you make on your audience.

So to best manage our emotional state, we need tools! You can find out more information about these tools in my other E-book called *The Rise*, but here are a few I have for you in this book.

Physiology - How you move your body

When we move our body we change our energy. We change our mood. We start to release more dopamine and serotonin, we start to release stuck energy. Dance, jump, go

for a run, do yoga. Whatever you can do to move your body to help you improve your emotional state.

Focus - Where you put your focus.

Where our thoughts go and what we are focused on in our lives have a dramatic affect our emotional state. While this is an incredibly complex topic, shifting your focus towards the good things that are happening in your lift is one of the most powerful tools you have can have to improve your emotions.

Stay focused on the present moment, stay focused on what you can control, stay focused on creating content rather than consuming content.

Language - How you talk to yourself.

Are you your own best friend inside of your head? How you speak to yourself is critical to your success. If you are constantly tearing yourself down inside of your head and worried about every little thing someone MIGHT say to you or how they will judge you, you are giving your power away.

So doing the internal work to truly become your own best friend, to speak to yourself in an empowering way, and to lift yourself up is one of the keys to your success.

SoundTrack Your Life - What you listen to.

I have several playlists that I listen to that have helped me change my emotional state in so many positive ways. These playlists help bring me back into those moment, they help me raise my emotional state, and they help give me inspiration towards the next aligned action I want to take towards my goals and dreams.

I'd highly recommend becoming extremely conscious about the music you listen to and how it makes you feel. It's programming your thoughts, your beliefs and your actions without you even recognizing it. So take control, listen to things that lift you up and move your life forward.

Our beliefs control our life. What is a belief?

A belief is just a thought that you think over and over again that you believe with absolute certainty is true.

A belief is also a filter where a thought or idea goes through a process, and the output of that filter is an emotion.

Input (thought or statement) + Belief Filter = Output Emotion

Our emotions are really what control our life, they are what give us energy to move forward or stay where we are. So if we want to change the default emotions that control your life, you are going to have to work on your beliefs.

And you might even know in your conscious mind that something isn't true, but if your subconscious mind believes that it is true, you still won't take the action you need to to be successful.

This is why what we focus on is so important. And recognizing that we can change our beliefs by taking ACTION and identifying our thoughts.

But first, what is a truth? Well there are two types of truths in this world.

Absolute truth - Something that you can't deny, like if I push my hand on that stove over there, I'm going to burn myself.

Relative truth - Something that you feel internally. May or may not be true in the real world. This could involve things such as your own self worth.

Belief System Exercise

Write down what you believe about the following things.
You can add any other things too.

How do they make you feel? Does this belief serve your life and push you forward, or does it push you back? What if you believed something else, how would that change your life?

Belief about:

Success

Money

Your Work

The Government

Drugs

Posting On Social Media

Your Family

Your Friends

Your ability to tackle situations

Your Ability to Make Money Online

Your Own Self Worth

How do we change a belief? - Find out more in my other e-book ***The Rise.***

CHAPTER 7

SETTING THE RIGHT TYPE OF GOALS

When we are building an online presence we want to make sure we are setting the right type of goals to get us to our destination.

Our minds are incredibly powerful. When we give our minds a desire to obtain something, it starts to work towards helping you get that thing. But often we give our mind the wrong goal, the wrong instructions.

This is because we have been conditioned by society to set **means goals** instead of **end goals**.

So what is the difference and why is it important? Well a means goal is something that society tells us that we have to achieve “so *that*” we can have something else.

The “so *that*” is important here because it defines something we **think** we have to achieve in order to actually achieve the life we are looking for.

For instance we often think we have to get a college degree “so *that*” we can have a good job and make a living. Or we think we must make a million dollars “so *that*” we can be happy and create our dream life.

But there is a different way to set goals, what we can actually be doing is setting an end goal and not defining so much about the how it is going happen, but understand what we want to achieve and why we want to achieve it.

An **end goal** is something that your heart truly desires.

Maybe it's a beautiful relationship, the ability to travel and experience the world, or having a community of amazing people there to support you.

Whatever it is, it's something that helps us define the direction we are headed in our life. And when we start to set end goals instead of means goals, our brain starts to help us manifest it into our life.

We start to make decisions and bring awareness around where we should spend our time, who we should spend our time with, and how we should use our energy.

We also allow our brain to do the work it was designed to do. This allows us to keep our focus on the life we truly desire.

Therefore, in the context of this book. What is the end goal of creating our online presence and brand. What are looking to achieve in this life by having a powerful online presence?

Take some time to really answer this question and define your end goals so we can understand why you are going to do the work you will be doing to build out your online portfolio of work.

CHAPTER 8

FOCUS ON BUILDING YOUR ONLINE PORTFOLIO FIRST, AUDIENCE SECOND

Clarity in your message, professionalism in your content, and a mission are more important than growing an audience when you start out.

When people start building out their social media platforms and online presence, the first thing they focus on is “how many likes, comments or views” did a particular post get.

The harsh truth about the online world though is that it takes time to build an audience, it takes time to shift people’s habits to start reading your content and truly trusting your voice. Which is understandable, it takes time to build trust.

But that's okay, that gives you time to grow and to step into your power as a content creator. That gives you time to create content that connects and inspires others. It gives you time to understand what type of content is truly valuable to them.

What happens though is that we get caught up in these vanity metrics about how many people are looking at and engaging with our content. But what if we become proud of ourselves for creating the content in the first place!

Creating online content takes work, it takes time, and it takes energy. **It also takes courage to actually hit post.** So be proud of yourself during this process, be proud of the portfolio of work that you are building and continue to refine your message.

The thing about this process is that you have to play the long game. While of course it is exciting to get 100 or a 1000 likes on a post, but it's really more about the long term game.

Think about your online portfolio of work like your 21st century resume. When someone comes across your project, your offer, or wants to hire you for a service; they are most

likely going to search for you online. They are going to start looking at your past blog and instagram posts. They are going to be looking at your bio.

All those are things that you have control over! You get to control their perception of you. So think of each piece of content you put online as a **piece of the puzzle** rather than the worrying about how much engagement each piece of content gets while you are building your brand.

We can and will work on engagement in the future, but it's not what I would recommend focusing on when you are getting started.

So just have fun with it, create a portfolio of content for you to look back over and remember your life. As you continue posting, you will find your groove and start to understand what your audience is interested in and how you can provide value to them.

CHAPTER 9

THE ELEMENTS NECESSARY TO BUILD AND GROW YOUR PRESENCE ONLINE

Consistency, valuable content, and connection are the the core elements required to grow your audience online.

There are a few core pieces to really growing your audience online, I call them the 3 C's.

- Consistency
- Content (Valuable Content)
- Connection

CONSISTENCY

The one that I would recommend starting with is consistency because it's honestly the most important piece because you want to be consistently in your audiences awareness.

And we are also often programmed to be "content consumers" rather than "content producers."

Be honest with yourself, how much time do you spend scrolling through social media? What if you spent that time instead producing content. What if you could re-program yourself to produce more than you consume?

Well I'm here to tell you that you can and it's the **KEY** to your success. It's like a freight train, it's a little bit tough to build up the momentum to get started, but once you are at speed things will continue to flow.

What holds us back from that consistency?

1. Our brains have been conditioned to be content consumers versus content producers. We have a habit of consuming content rather than sitting down and producing content each day.

2. We don't have the discipline required to keep up the consistency.
3. We are afraid of rejection or judgement and what people might say about our content.
4. Not knowing what to write about and provide value to our audience
5. Tech overwhelm.

We are all conditioned to be content consumers. In fact they even put Vegas algorithms in social media to get you addicted!

Turn yourself from a content consumer to a content producer!

CONTENT (VALUABLE CONTENT)

So next is what are you post? Are you posting something that inspires, motivates or educates other people?

Or are you posting something that has no real value to someone else's life?

I'm not saying you always have to be posting "life changing" but being mindful of the purpose behind your content is

important. Some things are better left as a memory for yourself rather than sharing with the world.

CONNECTION

What type of connection are you making with your audience? Are you just posting and not really trying to connect with them as a person?

Or are you reaching out to your audience, creating a stronger connect than just through your posts. Are you engaging with other people's content.

Are you truly providing value and having deep and meaningful conversations that help them understand more about themselves and the world around them?

I honestly believe life is all about having meaningful connections with other people. And we can truly create anything we want in this life if we can get clarity on what we want first. So why wouldn't we want to create epic relationships with our audience? That's what you are on social media for in the first place I believe.

CHAPTER 10

TRUTH BOMB: IT'S NOT ABOUT YOU

Your personal brand is not about you, it's about serving and inspiring your audience.

So I know this one contradicts my previous statement where I said to build a content portfolio for yourself. But your content is for others to experience in addition to yourself.

So once you have built up the momentum to get your online presence going, it's time to really start thinking about what we can offer to our audience.

So let me ask you, if you had one message to share with the world, what would it be?

I often think about this question when I'm writing posts for my social media or blog, because what message am I trying to get across to my audience?

Why should they spend the time to read this post? What value does it provide to their life?

Sometimes it can be challenging to think about what value we are providing to others, but just remember by you living your life, you are inspiring others to do the same.

So sharing a little bit about your travels, telling people what restaurants you visited, what yoga studios you liked, or where you had the best cappuccino in town is one way to provide value.

You could also provide insights from an online course you are going through, or summarize an in-person class you took.

Not every post needs to provide immense value, some posts are just to continue to have people keep you in their awareness and get to know you. But each post should have the intention to make someone else's lives better in some way, in my opinion.

CHAPTER 11

ENGAGEMENT IS EVERYTHING

It's getting easier and easier to turn attention into money, and harder and harder to turn money into attention.

Going live allow people to get a one-to-one interaction with you. It allows them to feel more connected with you and that you are someone interesting to follow,

CHAPTER 12

DEFINE AND FOCUS ON YOUR CONTENT PILLARS

You don't have to share your whole life with the world, just the parts you want them to see and will make an impact on their lives.

I know you are a dynamic individual with so much to share with the world, but you don't have to show everything about yourself in your personal brand.

In fact, most people can't really grasp more than 2-3 things that they know and remember about you, especially they are just discovering you online.

So what are the core pillars of what you do and how do you want to position yourself? Are you a lifestyle coach, a online marketer, a retreat leader? Do you love to travel? Or are you the most amazing Mom the world and have so many talents and secrets you want to share with your audience?

Whatever it is that you love to do and want to share with the world, focus on 2-3 things. Leave the rest for your community, your family, or partner.

As you grow and expand, of course you can share more of your gifts and talents with the world. But I would start with choosing only a few things so that you don't confuse your audience.

Also so you don't give yourself too much work! Creating content takes time and energy, so choosing just a couple content pillars to start with is a powerful way to keep yourself focused and to build that trust within your audience.

CHAPTER 13

BUILD YOUR SOCIAL NETWORK THROUGH YOUR ONLINE NETWORK

You can leverage your online presence to build your social network

How do you make friends? How to do you create new relationships?

It's never been easier to discover like-minded people that are on the same mission as you are. It used to be we were limited to making friends in only our town, our school, or maybe our state.

But it's never been easier to discover like-minded and like-hearted people all over your country and the WORLD.

Social media is an incredible tool if used in the RIGHT way. It's a dangerous tool if used in the wrong way.

CHAPTER 14

GETTING STARTED ON YOUR JOURNEY TOWARDS BUILDING YOUR ONLINE PRESENCE

It's time for your first challenge

So now that you know the mindset and the beliefs behind getting started building your personal brand online, we have to take some actionable steps.

And this is quite often the hardest part, because we want to create a strategy for success but we often don't know the steps to take.

For a few years on my journey from 9-5 software engineer in NYC to living as a full-time digital nomad, I wrote a LOT of blog and Instagram posts. In fact, I

1. Ask yourself what your passionate about and start sharing it with the world.
2. Create your social footprint. Create accounts on Instagram, LinkedIn, Facebook. But really start with ONE and get clear.
3. Create a strategy and make a commitment to yourself
4. Tell your story

APPENDIX

Save Posts and Create Collections

I see social media and Instagram as a continuous feedback loop. That's why I recommend that you continually try to live in the loop of being inspired by other people's posts, then post your own and inspire others.

You've heard of a vision board right? Well one thing you can do is create vision boards on your social media through saving posts and videos.

I do this on Instagram all the time when I see a post that resonates and I can create something similar for my audience. I also save pictures of things I want to bring in or "manifest" into my life. This allows me to reflect back on my previous intentions and keep it in my awareness for what I'm working on creating in my life.

ABOUT THE AUTHOR



Patrick Farrell is a Lifestyle and Conscious Business coach focusing on personal branding. He has built a conscious community called Light Club and helps his clients and members with lifestyle design, connection, and overcoming any internal limitations that might be preventing them from stepping into their power.

Patrick's skills span across technology, social media and personal/business growth. His mission is to unite rising

leaders and entrepreneurs so that they can find support for their careers and in their lives. Patrick's journey has taken him around the world where he has been to countless conferences and personal development events. He is now bringing this wisdom to his clients and members through coaching and Light Club community experiences.

Personal growth is another one of his passions; during his 4 year journey to becoming an online entrepreneur, Patrick has attended events such as [Nomad Cruise](#), Tony Robbin's Date With Destiny and [Mindvalley University](#). Additionally, for the past two years, he has lead a sailing retreat in Croatia focused on personal growth. He loves to bring people together that are on the same journey and empower them to find a business that aligns with their life's mission.

Patrick believes in complimenting business and personal growth techniques with actionable strategies that are aligned with his clients' life missions. He also believes that business should be focused around joy and happiness, both for as a business owner and for their clients and customers; that this is the real magic of creating a heart-centered online business.

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