

You don't have to figure it all out alone!

YOUR PERSONAL BRAND ON LINKEDIN:

A STARTER KIT
FOR STANDING OUT
& ATTRACTING
OPPORTUNITIES



<https://stephaniewambua.com/>



Table Of Contents

Overview	03
3 Key Questions to Reflect on When Clarifying Your Personal Brand	04
Where Do I Start?	07
LinkedIn Optimization	08
Content Strategy	14

OVERVIEW

PERSONAL BRANDING SNAPSHOT

This kit is a DIY workbook with guidelines and prompts on how to make LinkedIn work for you as a strategic platform and tool for your personal brand.

Before we dive into optimising your profile,
What is a personal brand?

This is the authentic expression of who you are, what you do and what you want to be known for. Consider this a journey of authentic self-expression through your work, experiences, expertise and personality.



***is the authentic expression of who you are,
what you do and what you want to be known for.***

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3 Key Questions to Reflect on when Clarifying Your Personal Brand:

1. What do I want to be known for?

(Think of people having a conversation about you in your absence, or people considering who to onboard for an opportunity, will your name be among those considered?)

List down the spaces, opportunities or brands you want your name to be affiliated with:

- i.
- ii.
- iii.
- iv.
- v.

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3 Key Questions to Reflect on when Clarifying Your Personal Brand:

2. What am I good at and how can I communicate this?

(Think of your skills, experiences, expertise, and what people are always requesting you to assist them with.)

List down your key skills below:

- i.
- ii.
- iii.
- iv.
- v.

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3 Key Questions to Reflect on when Clarifying Your Personal Brand:

3. What am I good at and how can I communicate this?

(Think of the tools, spaces and people you need to engage with to attain your goals, to attract opportunities, to build influence, income and to make an impact.)

List down 3 key tools and 3 key people you need below:

- | | |
|-----------|-----------|
| i. | i. |
| ii. | ii. |
| iii. | iii. |

The most successful brands don't wing it. They get crystal clear on who they are and how they show up. That's what we do in my Brand Clarity Sessions.

Ready to stop playing small? **Book your session!**

<https://cal.com/stephaniewambua/10min>

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WHERE DO I START?



One of the key questions you will need to address when building and clarifying your brand is where to start. This is critical because people need to find you and your work to know how they can partner with you or offer you the right opportunities.

I have found **LinkedIn** to be a critical platform to showcase your work, connect with fellow professionals and attract opportunities.

Here are 3 key things you stand to gain by showing up on LinkedIn:

- 1. Communication and Writing skills** - The more consistently you share your experiences and build your brand, the stronger your communication skills become and the clearer your message gets through real-world practice and refinement.
- 2. You build discipline and patience** - Building a brand is a long-term investment that takes intentional and consistent effort, such as creating valuable content. Some content will perform well, others will not, but you need to keep showing up with a clear strategy and plan.
- 3. Attract opportunities** - Think of new job offers, being headhunted, speaking opportunities, partnerships and collaborations and so forth. Most decision makers are already here, recruiters, founders and CEOs, looking for the right fit for their projects and businesses. Will they find you looking ready for an opportunity?

Let's work on that.

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LinkedIn Profile Optimization



This ensures your profile is correctly filled out, the information is up to date, and the content is factual.

You should be proud of your profile. It should be able to speak for you in your absence

LinkedIn Optimization Checklist:

1. Background Banner

Purpose: To immediately communicate what you do, how to contact you and create a strong first impression.

Ensure your banner is clean, sharp and not overcrowded.

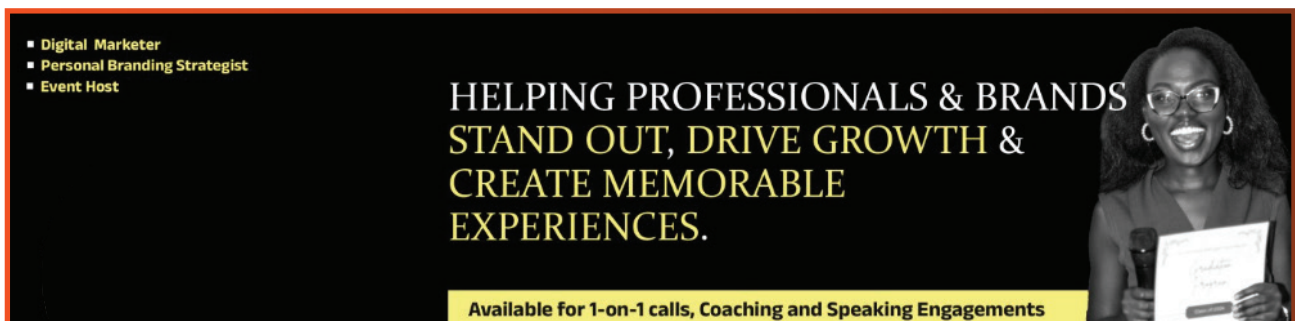
It should clearly show: i. **What you do**

ii. **Who you help**

iii. **How you can be contacted (*email or phone number*)**

Avoid placing text behind your profile photo circle

Avoid clutter. Too many words or visuals will confuse the viewer



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LinkedIn Profile Optimization

2. Profile Photo

Purpose: To immediately communicate what you do, how to contact you and create a strong first impression.

Use a clear, high-quality image of yourself.

Make sure the background is clean and non-distracting.

Ask yourself: ***Would I be proud to see this photo on a presentation or publication?***



3. Name

Use the name you want to be known and searched by.

Be consistent across all platforms (***LinkedIn, X, Instagram, etc.***) to improve discoverability.

4. Headline

Purpose: To quickly communicate your professional identity and value.

Your headline should clearly answer: : i. What you do

ii. Who you serve

iii. What results you help them achieve

Use this formulaic guideline: (e.g., "I help [target audience] achieve [result] through [method]")

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LinkedIn Profile Optimization

Here are real-time examples using the formula:

- **Finance Industry:**
I help small business owners grow their profits through smart tax planning and cash flow strategies.
- **Digital Marketing:**
I help e-commerce brands increase sales through targeted social media advertising and data-driven campaigns.
- **Educator:**
I help high school students improve their grades through personalized learning plans and engaging teaching methods.
- **Doctor:**
I help busy professionals regain their health through holistic care and evidence-based treatment plans.
- **Real Estate Agent:**
I help first-time homebuyers find their dream homes through personalized property searches and expert market guidance.
- **Fitness Coach:**
I help busy parents get fit and stay healthy through flexible workout plans and sustainable nutrition coaching
- **Software Developer:**
I help startups scale faster through custom-built applications and streamlined tech solutions.

Stephanie Wambua

Digital Marketer & Personal Branding Strategist | Founder, The DM Growth Hub  | Corporate Event Host
 | I Build Brands & Lead Game-Changing Conversations & Events through brand storytelling

Tip: You can also include your current role if relevant (e.g. "Programs Officer – Ministry of Education").

5. About Section

Purpose: To tell your professional story in a compelling, structured way.

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LinkedIn Profile Optimization

Before writing, answer these prompts:

1. Who are you and what do you do?
2. What inspired your career journey? What keeps you going?
3. What are 3–5 achievements you're proud of (career/internships/projects)?
4. What career aspirations do you have / what do you want to be known for?
5. What action do you want people to take after reading your profile?
(e.g. "Reach out for collaborations, speaking or partnerships")

Use these answers to write a clear, authentic narrative it should:

- Share where you started, where you are and where you're going
- Be written in first person (**I, me, my**) to feel personal
- Be **confident but not boastful**
- Max out the 2,600 characters wisely

Pro Tip: Your About section should be strong enough to double as a short speaker bio.

If you find it hard to put your story into words, you're not alone. I help professionals craft compelling, human-first About sections.

Book a Brand Clarity Session here.

<https://cal.com/stephaniewambua/10min>

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LinkedIn Profile Optimization

6. Experience Section

Purpose: To show your track record and contributions across roles.

For each role : i. **Add a short paragraph** summarizing the role

ii. **Bullet key responsibilities or accomplishments**, especially using metrics or outcomes

For Example: **Organized 8+ product training sessions, increasing the sales team's confidence and product knowledge, resulting in a 25% boost in monthly conversions.**

Tip : i. Highlight your impact, not just duties.

ii. Add media files like event photos and a description of the event or links to LinkedIn posts / projects to enhance the section's visual appeal

7. Education

Include : i. Schools and institutions attended

ii. Degrees or certifications earned

iii. Activities or leadership roles held (clubs, events, student leadership)

iv. Key soft or technical skills gained during that time

Education



Strathmore University

Bachelor of Commerce - BCom, Marketing and Entrepreneurship Double Major

2018 - 2022

Grade: First Class Honours

Activities and societies: Strathmore University Toastmasters Gavel Club

Communication, Teamwork and +15 skills





LinkedIn Profile Optimization

8. Certifications, Projects & Volunteer Work

These sections strengthen your profile beyond formal jobs.

- i. **Certifications:** Add any formal or informal training
- ii. **Projects:** Showcase successful personal or team projects. Add descriptions and outcomes
- iii. **Volunteering:** Mention causes, roles, and responsibilities. This shows character and initiative

9. Skills & Endorsements

- i. Add 5 – 10 relevant skills (**e.g. SEO, Digital Strategy, Leadership, Event Hosting**)
- ii. Aim for endorsements, but **prioritize relevance over quantity**

10. Recommendations

Reach out to past colleagues, clients, or mentors to write a recommendation on your behalf

- Tip :** i) Ask people who can speak to your **work ethic, delivery, and results.**
ii) Offer to return the favor.

11. Custom Profile URL

Customize your LinkedIn URL to match your name or personal brand.

e.g. <https://www.linkedin.com/in/stephanie-wambua/> or

<https://www.linkedin.com/in/daisy-keter-personal-branding-strategist/>

An example of an un-customised URL looks like this:

<https://www.linkedin.com/in/felicia-wambua-2804bb261/>

(Notice the digits after the name?)

Now that your profile is giving a 5-star rating, let's make it work for you

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Content Strategy

Having an optimised profile is excellent, but unfortunately, it is not enough to get clients, opportunities and partnerships your way. You need to show up with valuable content with a clear strategy and plan.

There needs to be clarity on your goals and what you want to be known for. This is now the place for a content strategy, content pillars and a content plan.

Here's a mini-content calendar to get you started:

- i. **Post 1 - An Introduction post;** tell us about yourself, who you are, what you do and what inspired you to get into that industry, your values and what people should expect from you moving forward.
- ii. **Post 2 - Talk about a current trend or insight in your industry:**
Why does this matter, what does it mean for people in your industry?
- iii. **Post 3 - Share a personal insight that has hugely impacted your career:**
Think of a defining moment, a key lesson or a significant setback.

This is just a starting point.

A full strategy includes industry-specific hooks, optimized post formats, monthly content strategy, content scheduling and analytics - **we build that in the 1:1 LinkedIn Accelerator Session.**

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Your brand deserves more than a checklist.

Ready to go beyond DIY?

Book a 1:1 Personal Brand Strategy Session to:

- Get a complete LinkedIn profile rewrite.
- Build a custom content strategy in line with your brand objectives.
- Clarify your brand narrative.

Book Here - <https://cal.com/stephaniewambua/10min>

SIGN UP TO MY NEWSLETTER TO GET EXCLUSIVE CONTENT ON LEVERAGING YOUR PERSONAL BRAND FOR SUCCESS, ALONGSIDE DISCOUNTS AND OFFERS FOR UPCOMING PACKAGES.

SIGN UP HERE:

<https://stephaniewambua.com/newsletter>

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