

3 examples of successful personal branding

#1 Elon Musk



📖 His little story

How to talk about **personal branding** without mentioning the king of this discipline: Elon Musk. If we don't introduce him anymore, it's not only because of his numerous companies listed on the stock market.

If the richest man on the planet is known by (almost) everyone, it's because he makes sure to **maintain** an extraordinary personal branding.

🕶️ His techniques

When we talk about Elon Musk, we think directly of the **tech** sector. This is normal, because all his communication and that of his companies revolve around this sector. This follows the second step of personal branding: niche positioning.

Another of his **techniques** is to use his personal story and his values to promote his companies. He explains that he wants to fight global warming with vehicles to save the planet (just that. True benefactor or business interest, the answer is surely somewhere in between...) 🤔

Thus, his personal story **justifies his actions** and gives meaning to his undertakings. This strongly participates in his personal branding.

Finally, our man is extremely active on social networks, especially Twitter where he is followed by over 110 million people. He thus exerts an **extremely powerful influence**, capable of influencing the price of the stock market or that of a cryptocurrency.

To achieve this, there is no secret: he posts regularly, sometimes several times a day. Content is clearly the **lifeblood** of personal branding. 😊

💡 What you need to remember

- Nesting your positioning is essential.
- Using your personal story helps justify your actions.
- Being ultra-active on social media is the best way to create and maintain your personal branding.

#2 Gary Vaynerchuck



📖 His short story

Gary Vaynerchuck is a true **monument** to personal branding. This serial entrepreneur has all the makings of an American success story.

A product of Soviet immigration, he now heads several large **companies** such as VaynerX, VaynerMedia and Veefriends.

He is also the author of 5 **best-selling books**, which have sold several million copies. 🙌

🧐 His techniques

To create and maintain his personal branding, Garyvee has implemented a **global and intensive** communication strategy. It's simple, he is present on all social networks.

He has more than 10 million followers on Instagram and 15 million on TikTok for example. On **LinkedIn**, he also publishes several times a day, where he accumulates more than 5 million followers.

He chose to nest his content on the quest for happiness and **entrepreneurship**. For this, he publishes a lot of video content where he gives advice on these topics.

Here again, we see that the keys to good personal branding are still the same: choose one or two **niches** that fit us and publish as much content as possible about it. 😊

💡 What you need to remember

- Content is the lifeblood of personal branding.
- The more networks you post on, the easier they will grow.

#3 Toinon Georget



📖 His short story

Young entrepreneur of the Montpellier tech industry, Toinon is the head of Waalaxy, the best LinkedIn and Email **prospecting automation tool** on the market.


At only 26 years old, he has a community of over 30,000 people on LinkedIn, where he publishes a lot of content related to entrepreneurship and the **start-up** world in general.

His techniques

You might say I'm repeating myself, but that's because everyone who has succeeded in creating a good personal branding has used the same **techniques**.

To set up his personal branding, Toinon started by posting on one social network, the one he knew best.

He started with a few **posts** per week, and then gradually increased until he was posting several times a day today.

But his secret is that he has never stopped posting since he started **creating content**. With this perseverance, he has secured success in building his personal brand. 

What you need to remember

- Start small: one social network: one content per week.
- Choose a social network that you know and like.
- Once you start, don't stop.