

# *Personal Branding: Building Your Brand As A Content Creator In The Artificial Intelligence (AI) World*

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**Abstract**—In today's rapidly evolving world of artificial intelligence, the emergence of online content creators is becoming increasingly common and essential. This process of personal branding impacts every aspect of life, from personal life, social life, and work life. Free and highly effective online media is a crucial medium for easily building personal brands. However, it's essential to understand the proper personal branding process to ensure it has a positive and beneficial impact on the creator. Improper and unethical branding will inevitably negatively impact the creator. This article will shed light on the definition and importance of personal branding. Furthermore, it will provide guidelines for building a personal brand correctly and effectively, enabling creators to become engaging and impactful content creators, achieving their intended goals. From this study, the authors found that there are five key factors in building a successful personal brand and having a positive impact on content creators: Voice and values, content, creativity, personality, and genuineness.

**Keywords**—Personal Brand; Personal Branding; Content Creator

## I. INTRODUCTION

A personal brand constitutes the manner in which one represents oneself to the external environment. It embodies the distinctive amalgamation of an individual's competencies, experiences, and personality traits that differentiates one from others. It encapsulates the perceptions and narratives that individuals articulate regarding you in your absence. A robust personal brand possesses the potential to facilitate access to novel opportunities, foster trust, and position you as an authority within your professional domain. Fundamentally, your personal brand constitutes your narrative, and it is incumbent upon you to convey it in a manner that resonates on an emotional level with your audience [1].

Every individual possesses a distinct personal brand. Analogous to corporate branding, individuals will form specific perceptions regarding you. By proactively managing your personal brand, you can influence the thoughts and emotions that others associate with you during their interactions with you [2]. A personal brand constitutes a widely acknowledged, coherent perception or impression of an individual, which is derived from their experiences, expertise, competencies, actions, and/or accomplishments within a community, industry, or the broader marketplace [3]. In the realm of professional development, the notion of a personal brand has become an essential component of an effective career strategy. It is imperative to differentiate between business branding and personal branding in order to grasp the distinct value inherent in a personal brand. While business branding emphasizes the identity and values of an organization, personal branding—or professional branding, as it is alternatively termed—is fundamentally connected to an individual's character, expertise, and lived experiences [4].

Personal branding is widely promoted as a strategy for achieving professional success. Many self-help books, programs, coaches, and articles stress the importance of developing a personal brand, often emphasizing authenticity and personal fulfillment

[3]. Business leaders also build personal brands to boost sales, as 92% of people trust recommendations from individuals more than from companies [2]. The rise of the Internet has increased the importance of personal branding, as social media and online identities influence real-world perceptions. Successful personal branding involves showcasing one's expertise, experience, and skills to create a trustworthy image [3]. Originating from marketing, personal branding has become a significant focus within management science, intersecting with fields like sociology, communication, psychology, organizational behavior, and even accounting [5]. It has become a key tool for career advancement in an era characterized by more temporary jobs and project-based work [6].

## II. THE IMPORTANT OF PERSONAL BRAND

As recruiters, clients, and partners frequently use search engines like Google to inform their decisions, maintaining a robust online presence is essential. Digital interactions now significantly influence first impressions, so ensuring your online profile accurately showcases your expertise and value is vital. A well-crafted personal brand helps establish you as an industry expert, fosters trust and credibility, broadens your professional connections, and opens up new career and business prospects. A personal branding strategy helps driven individuals enhance their online reputation. Additionally, it offers benefits such as boosting credibility by showcasing skills and expertise, distinguishing oneself by highlighting unique qualities and specialties, creating a memorable impression through consistent self-promotion, and fostering connections with the target audience as they get to know your values and identity [2].

Developing a strong personal brand offers numerous advantages:

- In a crowded digital landscape filled with vast amounts of information, having a well-defined personal brand enables individuals to differentiate themselves from others competing for the same clients, employment opportunities, and followers [7].
- Enhanced Credibility and Trust: Regularly demonstrating skills and expertise through personal branding helps establish credibility and allows others to recognize someone as a knowledgeable professional in their area. Individuals tend to prefer engaging with, purchasing from, and remaining loyal to personal brands they trust [7].
- Opportunities for Career Advancement: A strong personal brand may lead to new opportunities, speaking engagements, career chances, and lead generating [7]. A professional online presence is essential as employers are using social media more and more to screen applications [3].
- Increased Earning Potential: Studies show that highly prominent professionals frequently make much more money because consumers are prepared to pay more for their perceived expertise and experience [8].
- Increased Visibility and Influence: Personal branding may draw in more high-caliber clients, boost media attention, and create beneficial alliances. The "halo effect" is another way that an expert's reputation might benefit their company [8].

There is growing research that links employee branding to organizational success, despite the prevalent perspective on personal branding that emphasizes the benefits to the individual [6]. Kucharska and Dąbrowski (2016) [9] discovered a strong correlation between personal branding and the dissemination of tacit knowledge, which is perhaps a company's most important competitive advantage in the knowledge economy. Three components make up the organizational advantages, according to Zinko and Rubin (2015) [10]: (a) forecasting employees' actions, (b) revelling in the reflected glory of people, and (c) organizational signalling. This holds true for all employees, not only leaders of companies or well-known members of political parties, as personal branding fosters an entrepreneurial mindset [6].

## III. UNDERSTANDING PERSONAL BRANDING

A "Personal Brand" is the goal, and "Personal Branding" is the method and approach used to reach the goal [11]. People in the market are the foundation of a personal brand. The endeavour to convey and showcase your worth to the world is known as personal branding. The deliberate and purposeful endeavour to establish and shape a person's public image by establishing them as an authority in their field, enhancing their credibility, and setting them apart from the competition in order to eventually progress their career, expand their network of influence, and make a greater impact [11]. By utilizing distinctive personal traits and telling a distinct story to a target audience, personal branding is a strategic process that aims to establish, position, and sustain a favourable public view of

oneself [3], [6]. We provide the following definition of personal branding, which is informed by the qualities of a "good definition" [12]: The deliberate process of developing, establishing, and preserving a favourable perception of oneself based on a special blend of particular traits that communicate a certain promise to the target audience through a distinctive story and images is known as personal branding. In addition, "Personal brand is a set of characteristics of an individual (attributes, values, beliefs, etc.) rendered into the differentiated narrative and imagery with the intent of establishing a competitive advantage in the minds of the target audience," according to the definition of personal branding given by Ottovordemgentschenfelde (2017) [13].

The deliberate attempt to identify and promote one's values is known as personal branding. A individual is unique due to their experiences, abilities, and values [2]. In a community, industry, or the general marketplace, a personal brand is a commonly accepted and generally consistent view or image of a person based on their experience, knowledge, skills, behaviours, and/or accomplishments [11]. The idea has two primary theoretical underpinnings: self-presentation practices and marketing theory. Marketing phrases like "product," "added value," and "promise" are frequently used to define personal branding, emphasizing its similarities to product branding and its emphasis on uniqueness and market positioning [3]. The special blend of your abilities, background, and character that makes you stand out is your personal brand. It's how others see you and how you show yourself online. Consider it your online persona, cultivated by your website, social media accounts, content, and interactions. It's critical to be deliberate in how you convey your principles and skills because every post, article, and remark shapes your professional image [14].

The way you show your audience who you are as an individual is known as personal branding. Being an influencer is sometimes equated with "personal branding" [15]. Whether you like it or not, everyone will be a content creator in the future. This implies that our identity and our creations are frequently the same. Using words like "product," "added value," and "promise" to emphasize uniqueness and market positioning, this idea has its roots in marketing theory and self-presentation practices [3]. A well-known and reliable perception of a person based on their background, skills, accomplishments, and behaviours in a community, sector, or the general public is known as their personal brand [3], [11]. In essence, a personal brand is the goal or result, whereas personal branding is the process. A real personal brand is ultimately about what other people say about a person, even if personal branding concentrates on what a person says about themselves.

#### IV. KEY THEORY AND PRINCIPLES

The self-presentation theory developed by Erving Goffman examines how people try to influence how other people see them. The theory distinguishes between private and public actions by introducing the ideas of front stage and back stage. Front stage, as used in personal branding, is the carefully manicured self-presentation that is frequently observed on social networking sites where users actively choose how others view them. These platforms are frequently used by public people, such as athletes and entertainers, to develop a dependable and calculated personal brand. On the other hand, activities or attitudes that are hidden from the public eye are included in the backstage. Disclosures that deviate from the planned brand image might be seen negatively by the public and contradict the carefully cultivated persona [3]. Personal branding, according to Goffman's concept, is a type of performance in which people distribute material selectively in order to support a chosen identity. Digital settings intensify this process. Similar to how they evaluate commercial brands, audiences frequently evaluate online personas based on perceived authenticity, consistency, and exposure.

Effective personal brand definition and communication are guided by a number of frameworks. Clarity, consistency, content, and communication are the four fundamental components of one popular framework [4]:

- Clarity: This entails having a firm grasp of one's identity and principles.
- Consistency: This relates to the requirement that values and characteristics be represented consistently across all interactions and platforms.
- Content: This focuses on producing and disseminating content that embodies and supports the brand.
- Communication: This focuses on establishing rapport and presenting the brand to people in an authentic manner.

Purpose, values, clarity, strengths, energy, legacy, and ownership are the seven essential elements of personal branding, according to another theory [4]. Four guiding questions must also be addressed when using storytelling to build a personal brand: what is your narrative, who is your audience, what are your objectives, and what are your metrics?

Creating a unique value proposition (UVP) for yourself: Everybody has a different value proposition, which is a special combination of abilities, viewpoints, and experiences that you alone own. List your distinctive qualities, then write a succinct statement that encapsulates the value you offer. One useful tool for identifying the essential elements of your value proposition is the Value Proposition Canvas [4].

#### V. HOW TO CREATE A PERSONAL BRAND

Having a following is essential to developing a successful personal brand. Followers, after all, attest to the fact that your efforts are worthwhile [15]. To put it briefly, you must produce something that emphasizes your worth and impact. You need to give them a cause to follow you.

Building your brand is more than just self-promotion. The essential components of a personal brand are as follows [15]:

- **Voice and values.** That is, your beliefs and your words. Your brand's voice shouldn't be generic or impersonal.
- **Content.** What are you advertising to increase your fan base? What's your presentation style? Your audience is drawn to your information, whether it is for educational or entertaining reasons.
- **Creativity.** Building a personal brand doesn't need you to be an artistic genius. Having a unique trademark, however, might help you stand out from the competition.
- **Personality.** There are no surprises here! Fortunately, there isn't a single personality type that works for your brand. Energized? Reclined? A suit and tie? Fantastic! Once more, you must do yourself.
- **Genuineness.** Some people find the idea of "creating" a persona repulsive. You shouldn't fabricate or construct your personal brand. It should be easy to match your online identity with your true self. Your brand won't feel forced once you learn how to execute it.



Fig. 1.Key factors for the personal brand building.

Whether you make it for yourself or not, you have a personal brand. It is the result of all of your actions, both online and off. You may, however, modify your brand by taking a few cautious measures [2]. For example:

- Establish objectives for your own brand: Choose your reputation and the steps you'll need to take to build your identity. Examine your current brand: Look up yourself online and see what people are saying about you already. This will demonstrate the extent of your need for change.
- Develop a dependable plan: Establish your identity presentation strategy (blogs, interviews, social media) and follow it consistently.

Presenting a false identity or making up a persona for yourself is not the point. Curating specific aspects of your personality to show your network the best version of you is the key to successful personal branding.

Making a brand guide document out of all the details and components you have identified is the last stage. This paper will be used as a guide and a tool to help you keep your personal brand consistent and high-quality. The brand statement, which contains your mission, vision, values, and unique selling proposition; the brand identity section, which includes your logo, colour scheme, fonts, icons, images, and graphics; the brand voice and tone section, which describes your personality, attitude, and emotions; and the brand applications section, which describes how you apply your brand identity and voice to various platforms and channels, are all important components of your brand guide [16].

## VI. MIAN POINTS IN PERSONAL BRANDING

Personal branding is now much more accessible and important because to the internet, especially social media. Personal blogs and social media sites like Facebook, Instagram, and Twitter are crucial for creating and preserving brand consistency. Some people consider running an internet presence to be a type of employment, and like commercial brands, it is evaluated, ranked, and judged. In order to differentiate a business online and shape impressions, visual identity—which includes colour schemes and typography—

is essential. It's critical to keep a consistent brand across personal and professional media, and occasionally keeping identities separate protects privacy [3].

When it comes to personal branding, consistency is essential. A consistent brand identity may be established by using the same bio, colour scheme, and profile picture on all of your social media platforms. Additionally, you should maintain a consistent tone of speech that reflects your personality and professional ideals. Keeping up a regular publishing schedule and message strategy increases your audience's confidence and credibility [14].

The first step to building a successful personal brand requires identifying your target audience. Begin by identifying your target audience through their professional roles and personal interests and their specific challenges. Your online presence needs to be strategically positioned on appropriate channels because understanding where your target audience interacts online is essential. Your content strategy will meet customer needs when you study the types of information they value. The more you define your audience the easier it becomes to create messages that will connect with them [14].

The cornerstone of every successful personal brand is loyalty and trust. You may build enduring connections with your followers by continuously providing value, interacting with them in a real way, and being open and honest. In addition to supporting your efforts, a devoted audience serves as brand ambassadors, spreading the word about you.

Exciting job advancements might result from a strong personal brand. Having a strong internet presence helps clients and employers identify and trust you, whether you're searching for a speaking engagement, a promotion, or a new job. Professionals who have a strong personal brand are more likely to be acknowledged for their leadership and knowledge in their industries [14].

## VII. CONCLUSION

Every one of us has a personal brand, whether we consciously recognize it or not. Think of it as the subtle undercurrent of impressions, beliefs, and expectations that other people carry the moment they encounter your name, face, or digital footprint. Like a company logo, this personal identifier distills and projects the total snapshots of lived skills, stories, and values, all tied together with a unique emotional signature. The truth is that your brand is the story you are already telling with your life, and the responsibility of making it resonate with the people you care about is, in the end, yours alone. In the competitive landscape of professional progress, the term personal brand is not a marketing cliché; it is the invisible pulse that shapes career narratives, aligns aspirations with opportunities, and enables consistent, impactful self-definition in an increasingly noisy market. Exciting career leaps often come from maintaining a well-crafted personal brand. A vibrant online footprint reassures clients and employers, helping them spot and trust you—whether you're seeking a speaking slot, a big promotion, or your next role. Those with compelling personal identities are far more frequently spotlighted as industry thought-leaders and visionaries.

Personal branding wins when you're steady. Synchronize your bio, colour palette, and profile photo across every platform; when you pop up, people recognize you right away. Beyond visuals, let your words have the same rhythm. Choose a tone that pairs your personality with your core values, and stick with it. Publish regularly and plan your messages; these habits build trust and transform you from a fleeting name into a dependable voice. A thriving personal brand is anchored first and foremost in loyalty and trust. By consistently offering something of value and engaging your audience authentically and transparently, you nurture relationships that stand the test of time. Such a committed community does more than cheer you on; it becomes a network of brand ambassadors, sharing your message far beyond what any ad could reach.

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