FRAN MURAD

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EXECUTION MANUAL

Your personal brand with AI

How to define your niche and your positioning, build an identity and a voice of your own, and sustain a content strategy that gets people looking for you, with AI as an assistant and not a mask.

WRITTEN BY

Fran Murad

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Questions, corrections or suggestions: write to contactofranmurad@gmail.com or on Instagram, @frann.murad.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and the most common misunderstanding about personal branding.

We all have a personal brand, whether we know it or not. It's what people think of you when they hear your name. The only question is whether you build it with intention or leave it to chance.

For a long time, “personal brand” sounded like something for celebrities, gurus or people with thousands of followers. Today it's something else: it's how professionals, entrepreneurs and creators land work, clients and opportunities. When someone recommends you, searches for you on Google or checks your Instagram before hiring you, they're evaluating your personal brand.

This book is about building it with intention: deciding who you speak to, what place you want to occupy, how people see you, how you sound, what content you publish and how all of that becomes a business. With AI as an assistant at every step, but without letting AI replace you, because a personal brand made by an AI stops being personal.

Who it's for

- Independent professionals who want people to come looking for them instead of having to go out looking.
- Entrepreneurs whose business depends on their name and face.
- People who sell services, courses or digital products and want to stand out.

- People who want to change fields or stages and need to be seen differently.
- People who already post on social media but feel that “nobody quite gets what they do.”

What you'll have when you finish

- [ ] A defined niche: who you speak to and why those people.
- [ ] Your positioning in one sentence: what place you occupy and why you.
- [ ] Your story, in three versions, ready to use.
- [ ] A simple, consistent visual identity.
- [ ] Your voice sheet, so everything you write (with or without AI) sounds like you.
- [ ] An organized presence on your main channels.
- [ ] A content strategy designed to build a brand, not just to post.
- [ ] A plan to build authority and proof.
- [ ] A clear path from brand to business.
- [ ] Rules for sustaining it over time, while protecting your energy and your privacy.

How it's organized

Part I is who you are and for whom: what a personal brand is, your niche, your positioning and your story.

Part II is how people see you and how you sound: visual identity, voice and presence.

Part III is growing: content strategy, authority, from brand to business and how to sustain it.

At the end there are four annexes: the brand sheet, the voice sheet, the prompts and the sources.

The misunderstanding

The most common misunderstanding about personal branding is thinking it's about **being visible**: posting every day, telling your life story, being on every platform, having lots of followers. It's not. A strong personal brand is about **being remembered for something specific, by the right people**.

There are professionals with few followers and very strong personal brands: everyone in their field knows who they are, what they do and why they're good. And there are accounts with huge followings and no brand at all: nobody could say what sets them apart.

> **COPYING SOMEONE ELSE'S BRAND**
>
> Seeing someone you admire and copying their style, their tone, the way they post and even their story is tempting. But a personal brand works precisely because it's personal: what attracts people is what's different about you. Being inspired is fine; copying turns you into a worse version of someone else.

About AI

AI can help you enormously in building your brand: organizing your ideas, finding your positioning, writing in your voice, generating content ideas, creating visual pieces. But there's a line worth not crossing: **AI helps express who you are; it doesn't invent who you are.** Your story, your opinions, your experience and your way of seeing things have to be yours. Otherwise, the brand falls apart the first time someone meets you in person.

> **BEFORE YOU TURN THE PAGE**
>
> Ask five people who know you (clients, colleagues, friends) to answer in one sentence: “What's the first thing you think of when you hear my name, professionally?” Write down their exact answers. That's your personal brand today. At the end of the book, you'll compare.

01

What a personal brand is

The definition that works in practice, the three components of every personal brand, and the difference between fame, audience and brand.

Your personal brand is what people say about you when you're not in the room. Not what you say about yourself: what they repeat.

A useful definition

There are many definitions of personal brand. The one that works best in practice is this: **a personal brand is the association people make between your name and something specific.** “Lucy, the one who builds websites for therapists.” “Mark, the accountant who explains everything simply.” “Sophie, the nutritionist who doesn't forbid you anything.”

That association is built with everything you do: your work, your content, how you treat people, what others say about you. It isn't declared: it's demonstrated.

The three components

COMPONENT	WHAT IT IS	QUESTION
Promise	What people can expect from you	What result or experience do you deliver?
Perception	How people see you today	What do they associate with your name?
Proof	What shows your promise is real	What have you done that confirms it?

A strong personal brand has all three aligned: you promise something specific, people perceive you that way, and there's proof to back it up. When they're out of alignment, problems appear: you promise something people don't perceive, or people perceive you in a way that doesn't help you, or you promise without proof.

> **THE GAP TO CLOSE**
>
> The answers you gathered in the introduction show you today's perception. This book helps you define the promise you want to build and the proof that backs it up. The work of the coming months is closing the gap between the two.

Fame, audience and brand

	WHAT IT IS	WHAT IT'S GOOD FOR
Fame	Lots of people know who you are	Little, if they don't associate you with something they might need
Audience	People who follow your content	Distribution: getting your message out
Brand	Being associated with something specific and valuable	Getting chosen, recommended and paid

You can have a brand without fame, and a brand with a small audience. What doesn't work is an audience without a brand: lots of followers who don't really know what you do or why they should choose you.

Why it matters today

- **People search before they hire.** Your name on Google and your social profiles are your first interview.
- **Recommendations travel faster** when it's easy to explain what you do: “You have to talk to Lucy, she builds websites for therapists.”
- **Standing out is harder.** With AI, anyone can produce similar content and services. What can't be copied is who you are: your judgment, your experience, your way of seeing things.
- **Opportunities come on their own:** clients, collaborations, invitations, jobs. When your brand is clear, people know when to think of you.

What it isn't

- [ ] It isn't telling people about your private life.
- [ ] It isn't having lots of followers.

- [ ] It isn't posting every day.
- [ ] It isn't a logo.
- [ ] It isn't pretending to be something you're not.
- [ ] It isn't just for extroverts.

BUILDING A BRAND ON SOMETHING YOU CAN'T SUSTAIN

If you build your brand as “the expert in X” and you aren't, or as someone living a life you don't live, sooner or later it shows. A personal brand has to hold up in person, in a meeting, in the actual work. Build on what you truly know and are, and let it grow from there.

MY BRAND TODAY — **DIAGNOSIS**

Here are five people's answers to the question "What's the first thing you think of when you hear my name, professionally?": **exact answers**. My work: **what you do**. What I'd like people to think of me: **desired perception**.

Analyze: what patterns appear in the answers, how far they are from what I'd like, and which three concrete things could be creating that perception. Don't give me advice yet: just the diagnosis.