

Katya Sivkova
April, 7th, 2021



MASTERING STORYTELLING TO BUILD A UNIQUE PERSONAL BRAND

About me

What is my speciality?

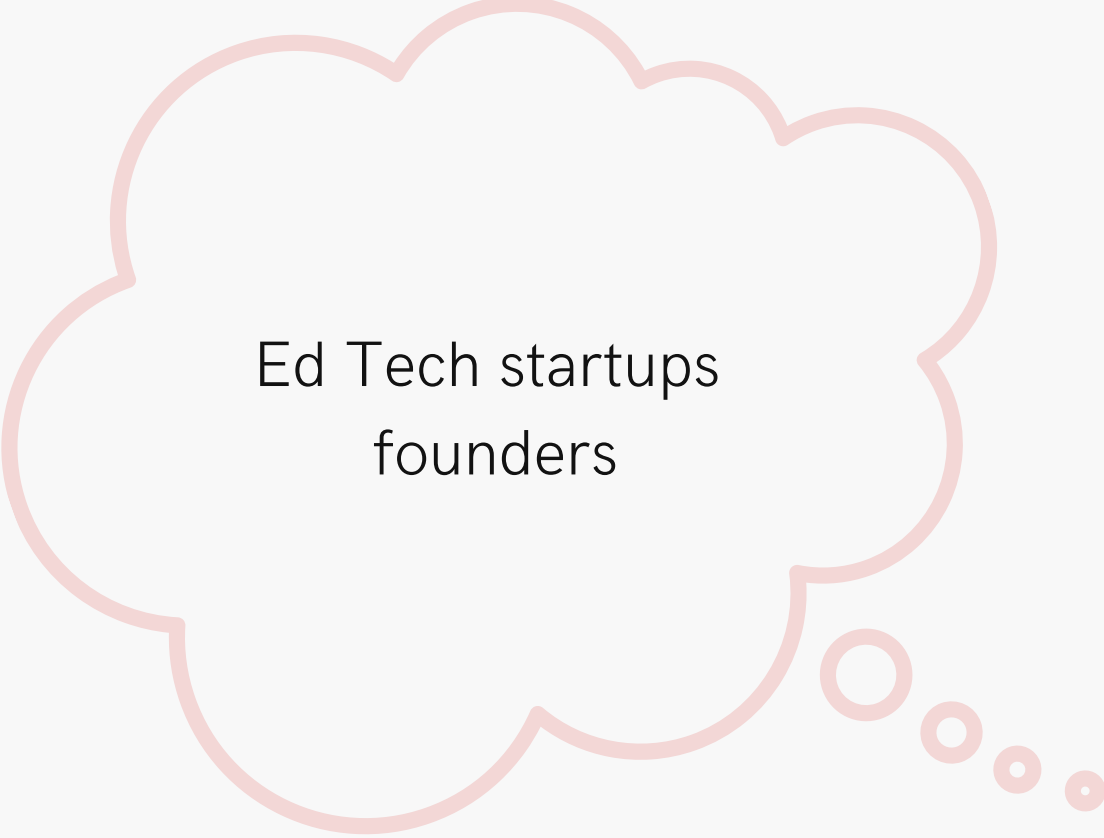
I'm a Growth marketing consultant, I help tech companies scale through Growth marketing & LinkedIn Social selling.

What is my passion?

I'm a Growth marketing trainer & coach, I facilitate trainings and teach master students at ESEI, Barcelona business school.




Your background




Ed Tech startups
founders



Youth Advocates



Beauty, e-commerce
businesses



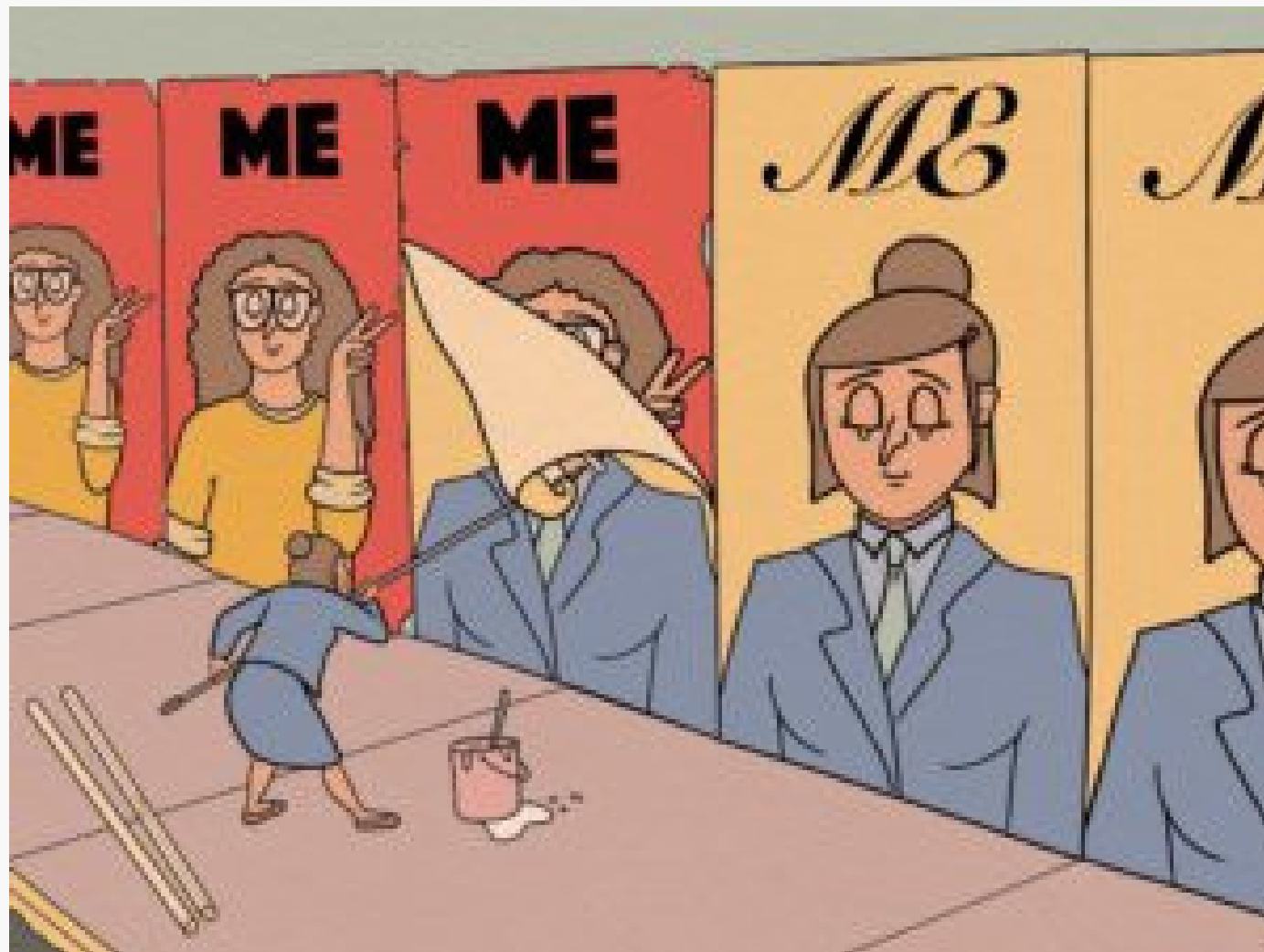
Environment,
waste management







Personal branding



+

Storytelling



Why is personal brand important?







Katya Sivkova

Growth marketing consultant | Trainer & coach @Growth Tribe | H...

3mo · Edited · 🌐



There is a word 'Ubuntu' which in Zulu means 'humanity to others'.

It is a reminder that we become who we are because of the help of others. I learnt this word in South Africa where I am now, working remotely & getting ready to celebrate Christmas with my boyfriend's family.

It's been a very fruitful year. I can't deny I worked hard to get closer to my purpose and to fulfilling my potential.

But what really matters is that this year wouldn't have been the same without people supporting me along the way. So, I wanted to express my gratitude to:

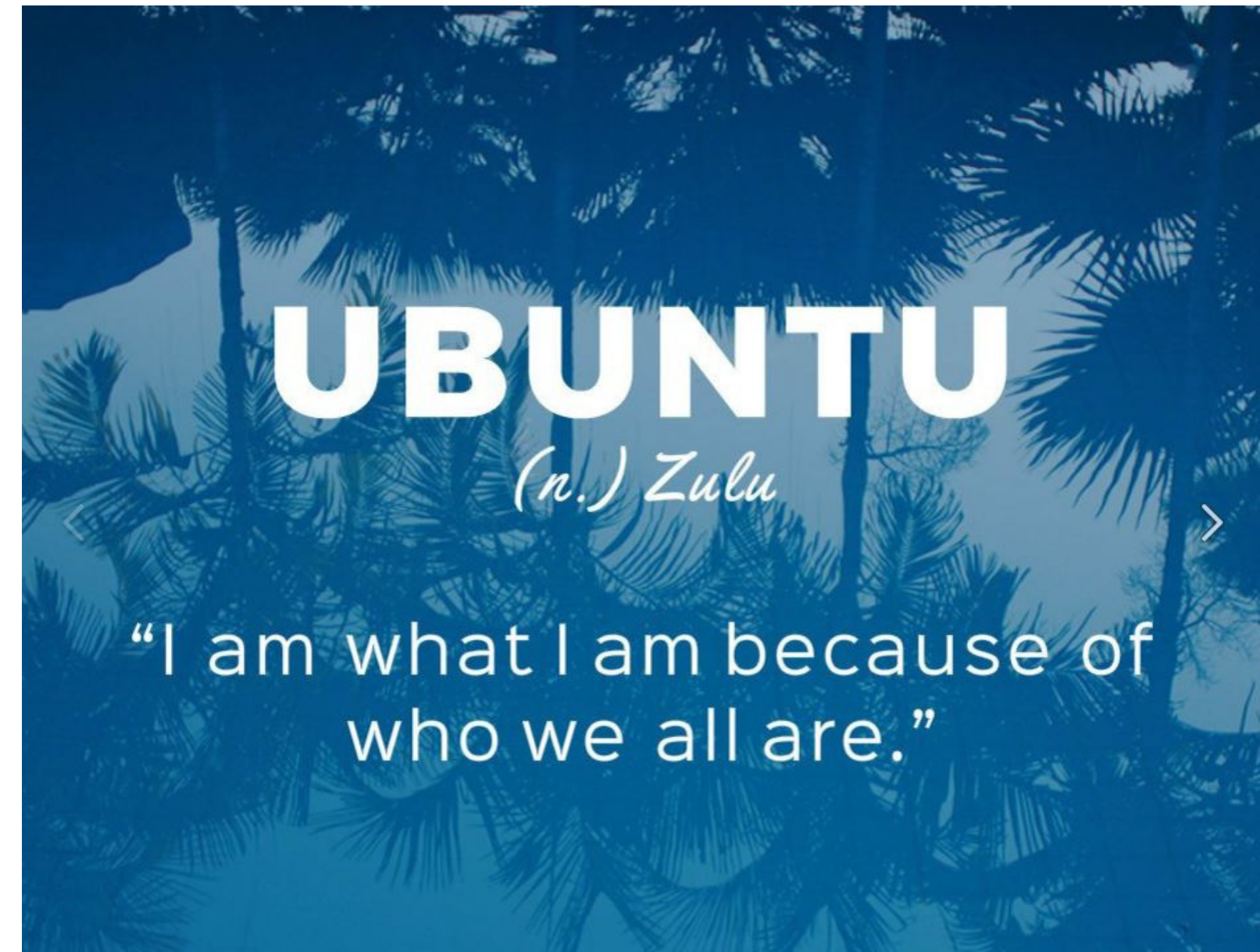
- ◆ **Jamf** for being open to my ideas, for letting me host social selling bootcamps and for being open-minded about remote work.
- ◆ **GrowthMentor** for allowing me to start my journey as a mentor & for welcoming me in a community of founders and growth marketers.
- ◆ **Growth Tribe** for working with me as a coach, I loved every coaching session I hosted this year and it gives me a huge sense of purpose and fulfilment.

I want to thank my partners and clients as well. It's been a real pleasure to meet so many driven people online and offline ✨

I wish you all a year full of purpose and service! As it's probably the only shortcut to the true fulfilment.

Happy holidays everyone!

[#growth](#) [#purpose](#)

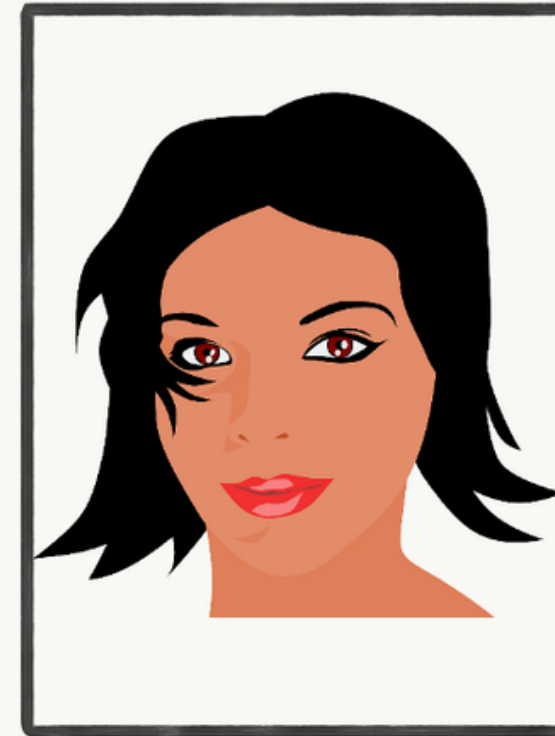


What personal brand is not:

Before Editing



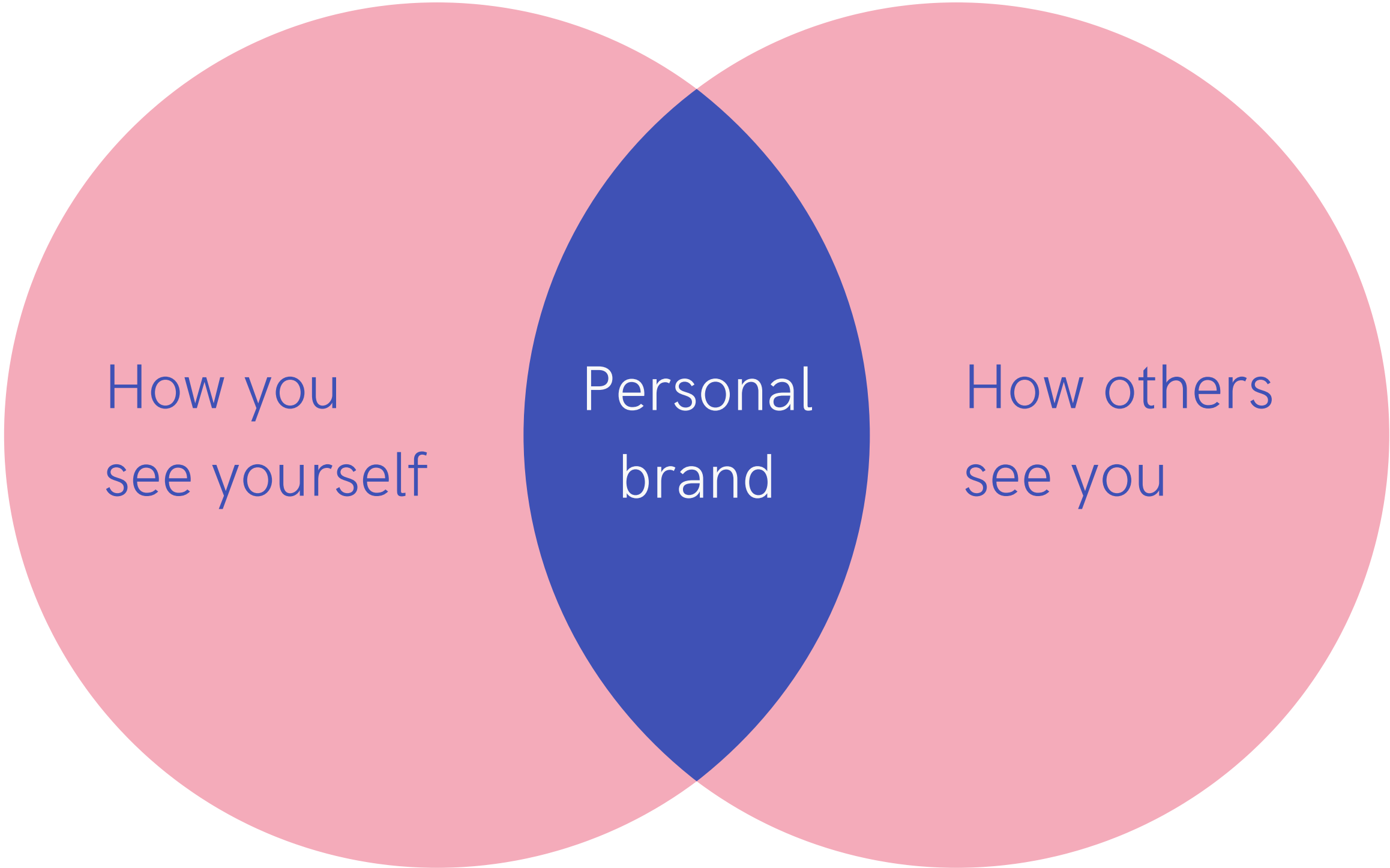
After Editing



DARIUS FOROUX

**“Be yourself — not your idea
of what you think somebody
else’s idea of yourself
should be”**

Henry David Thoreau

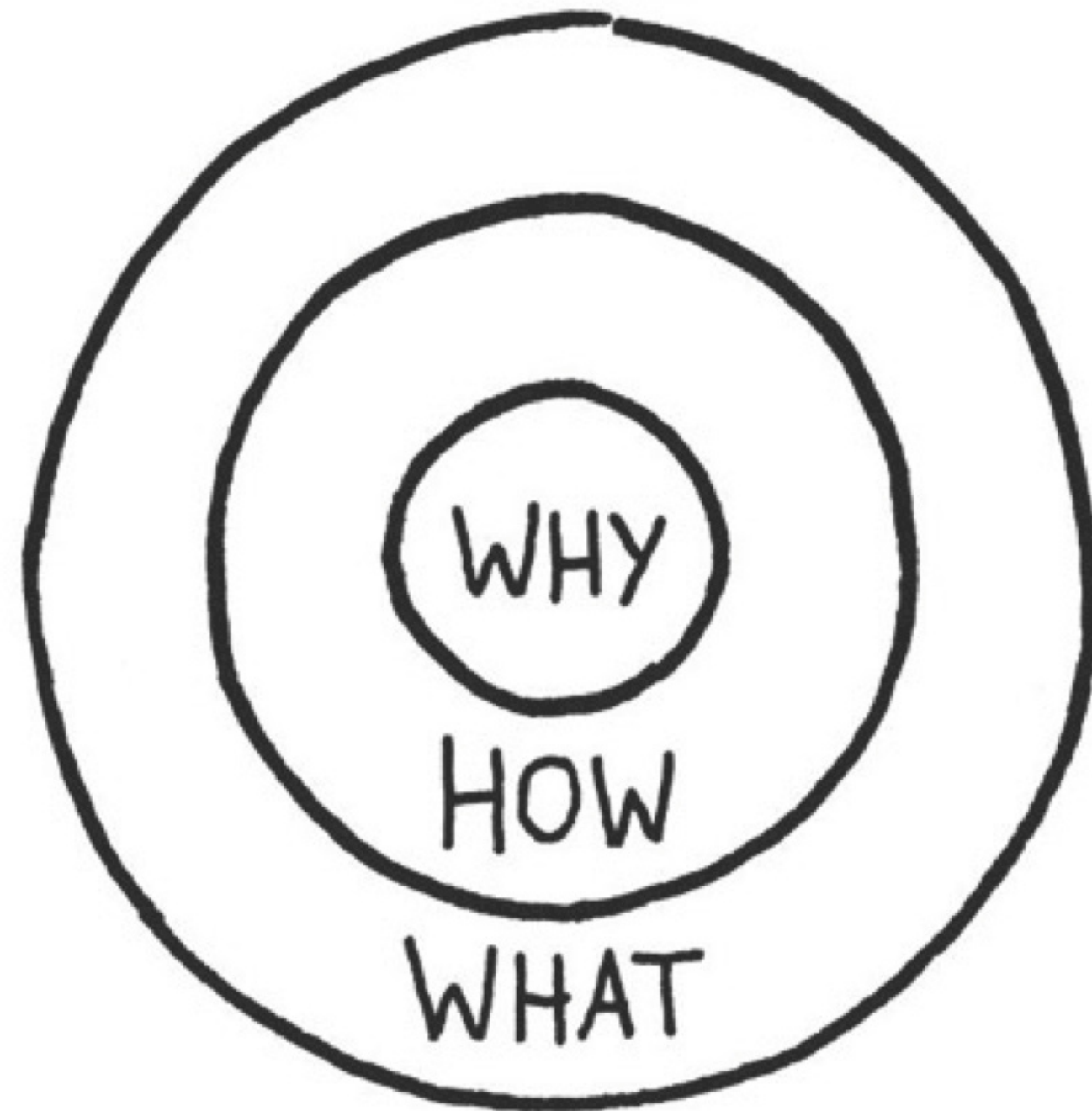


How you
see yourself

Personal
brand

How others
see you

The Golden circle by Simon Sinek



Why - Your purpose

What is your cause? What do you believe in?

How - Your process

Specific actions taken to realise your Why

What - You process

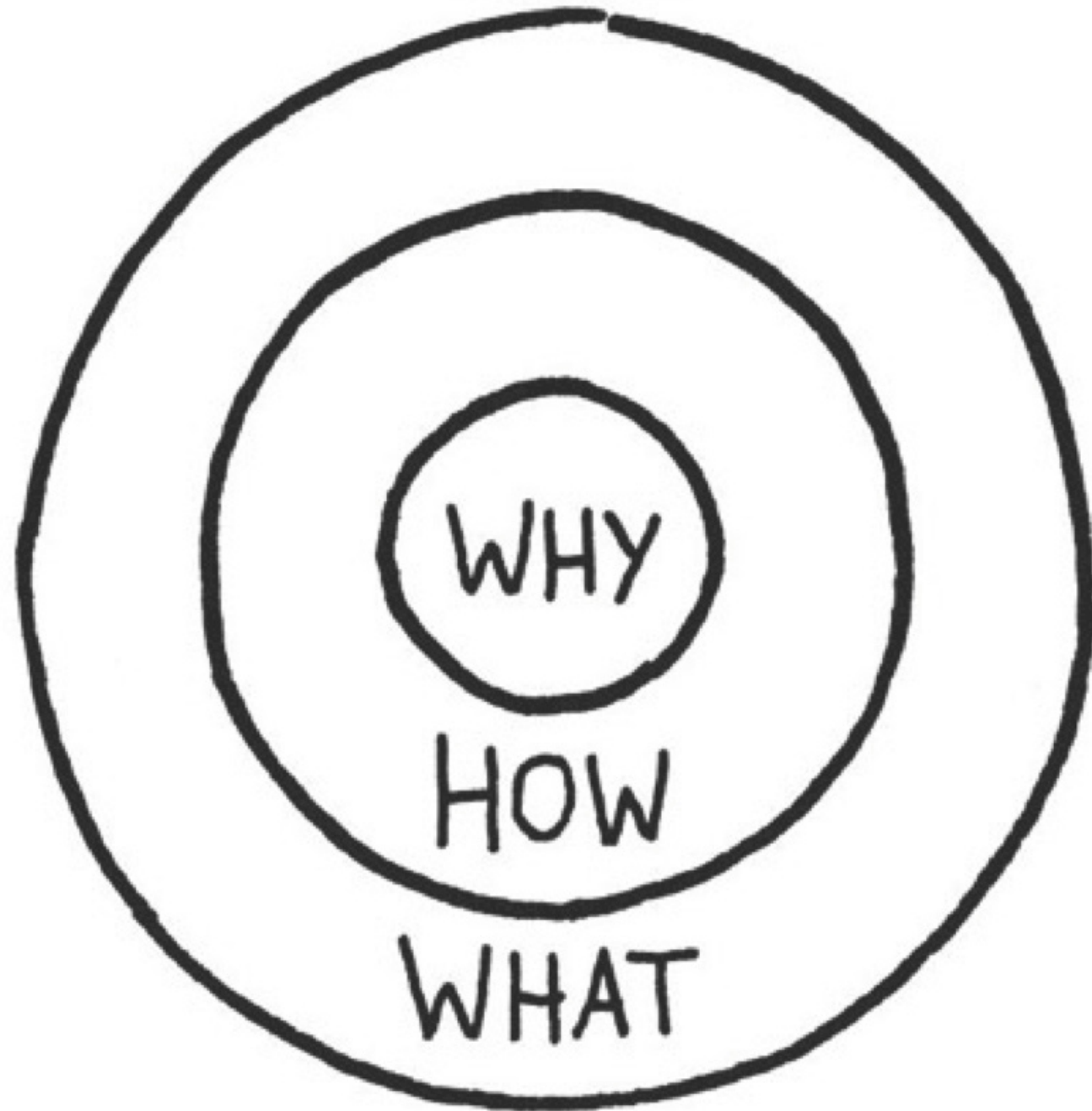
What do you do to act on your Why.

**WHAT I AM CAPABLE OF,
ANYONE CAN LEARN.**

-WIM HOF, "THE ICEMAN"



Wim Hof Golden circle



Why - Empower people to become superhuman

How - Teach Wim Hof method: cold exposure, breath work, philosophy

What - Workshops, studies, lectures, trips, webinars

My purpose

What is your overall purpose, your 'why'? Why do you get up in the morning and go to work?

My core values


What do you want to stand for? What do you value most of all in your personal and professional life?

My skills & strengths

What are the hard and soft skills that you bring to the table? What are your unique strengths?

Credibility

What qualifications, references or testimonials do you have to support your personal brand?



Your personal brand is how you position yourself. It is the unique combination of skills, experience, and personality that you want the world to see.

When you develop your profile

Is this person
useful to me?

Is this person
credible?

Is interacting with
this person useful
to me right now?

RELEVANCE

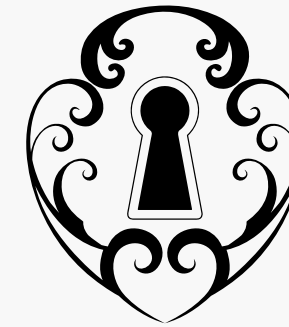
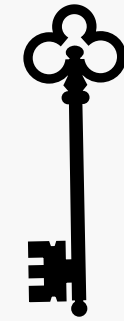
SOCIAL PROOF

**SENSE OF
URGENCY**

4 doors you open to have a great story



**Storytelling
basics**



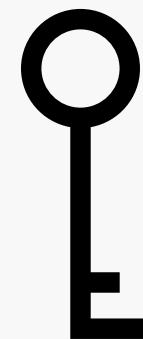
**Ideas generation
& Research**

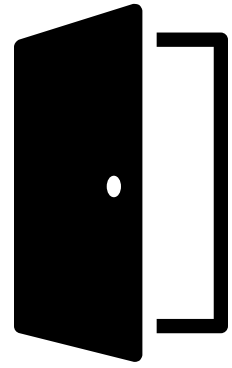


**Knowing your
audience**

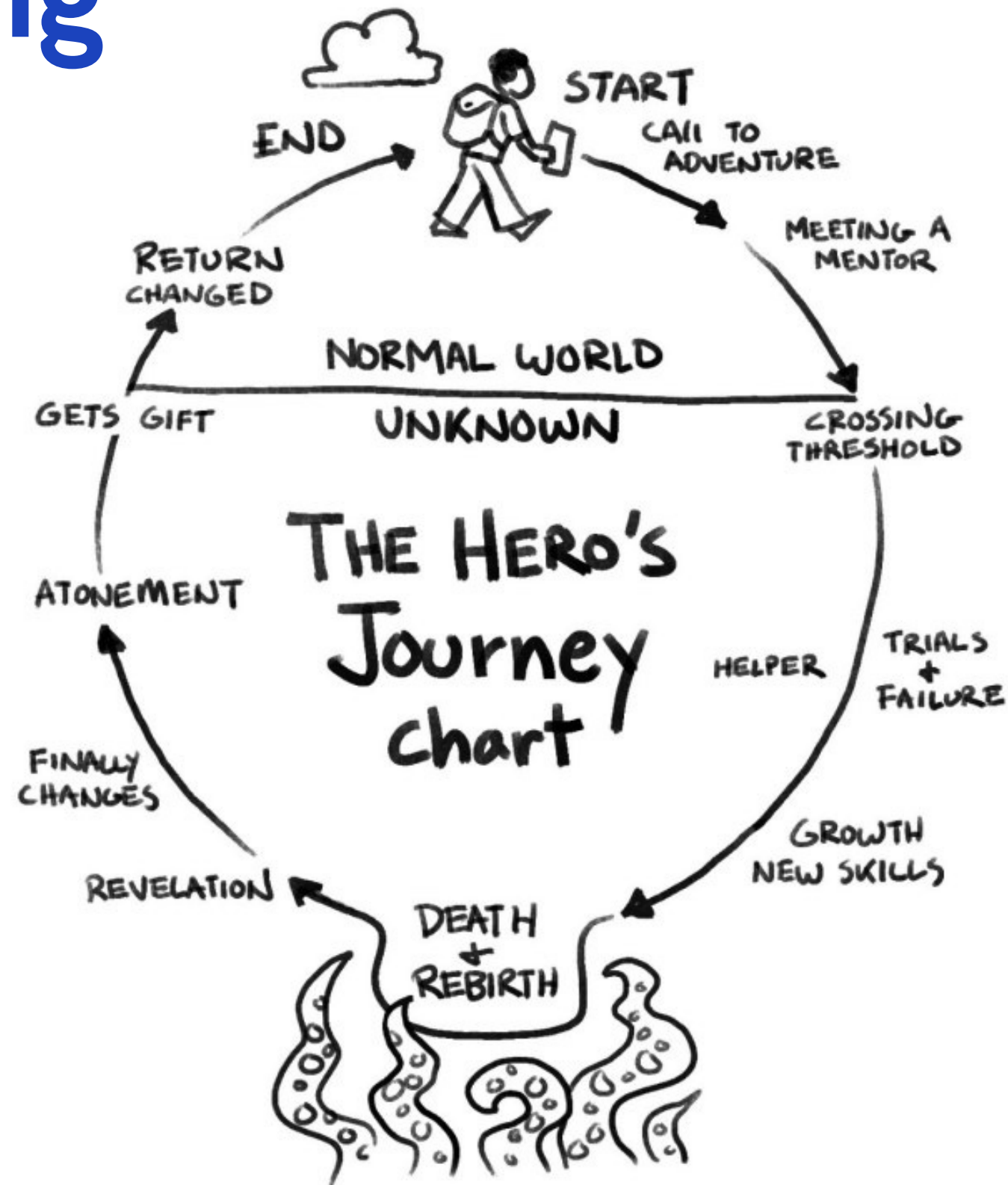


**Building your
network**





Storytelling



On social



Maja Voje · 1st

Founder, Growth Advisor, Best-Selling Instructor & Podcaster

6d · Edited · 🌐



Thank you Q1! 🙏 It was one of the most pivotal and successful periods in my life. What happened?

- Moved to a gorgeous country house with a wonderful backyard 🏡
- Had a stellar business quarter (2x prev record) with some awesome partners like Bayer, Mercator, Better, Vision Healthcare, and Heineken 🍷
- Got a brand new office - 40m2 completely tailored to my wants 😍
- Started to record the ProductLed podcast again 🙌
- Launched 3 new products with my partners 🏆

Everything is coming together beautifully and I am so grateful to everyone who supported us to be on such a great track. ❤️

It does come with sacrifices, though. We did not have a single weekend free in Q1- either we worked on a business on getting the house ready. But I guess it is true what Dave Ramsey says:

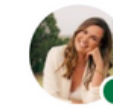
"Live like no one else so you can live like no one else."

I quietly hope Q2 will be much more balanced. But who am I to refuse awesome opportunities? If not anything else Q3 is usually a slow period in my line of work so let's rest then.

How was your Q1?

Share some wins with us! 😊

This is also personal brand



Franziska Schaadt (She/Her) · 1st
Entrepreneur | CEO | Award-winning Personal Branding & High Impact ...
1mo · 🌐

There is so much to say when it comes to surrounding yourself with powerful women.

A sense of connection that could feel as if you could take on the world and never look back.

Recently I've been dedicating effort and consistency into my feminine side, something that many of us can struggle with due to the elements of hustle culture and the online shift.

But the more I allow myself to settle into the feminine, the more I realize how much power sits within it.

Today, to mark International Women's Day I really wanted to celebrate that connection between the two, both masculine & feminine, but more so to celebrate the women within my life.

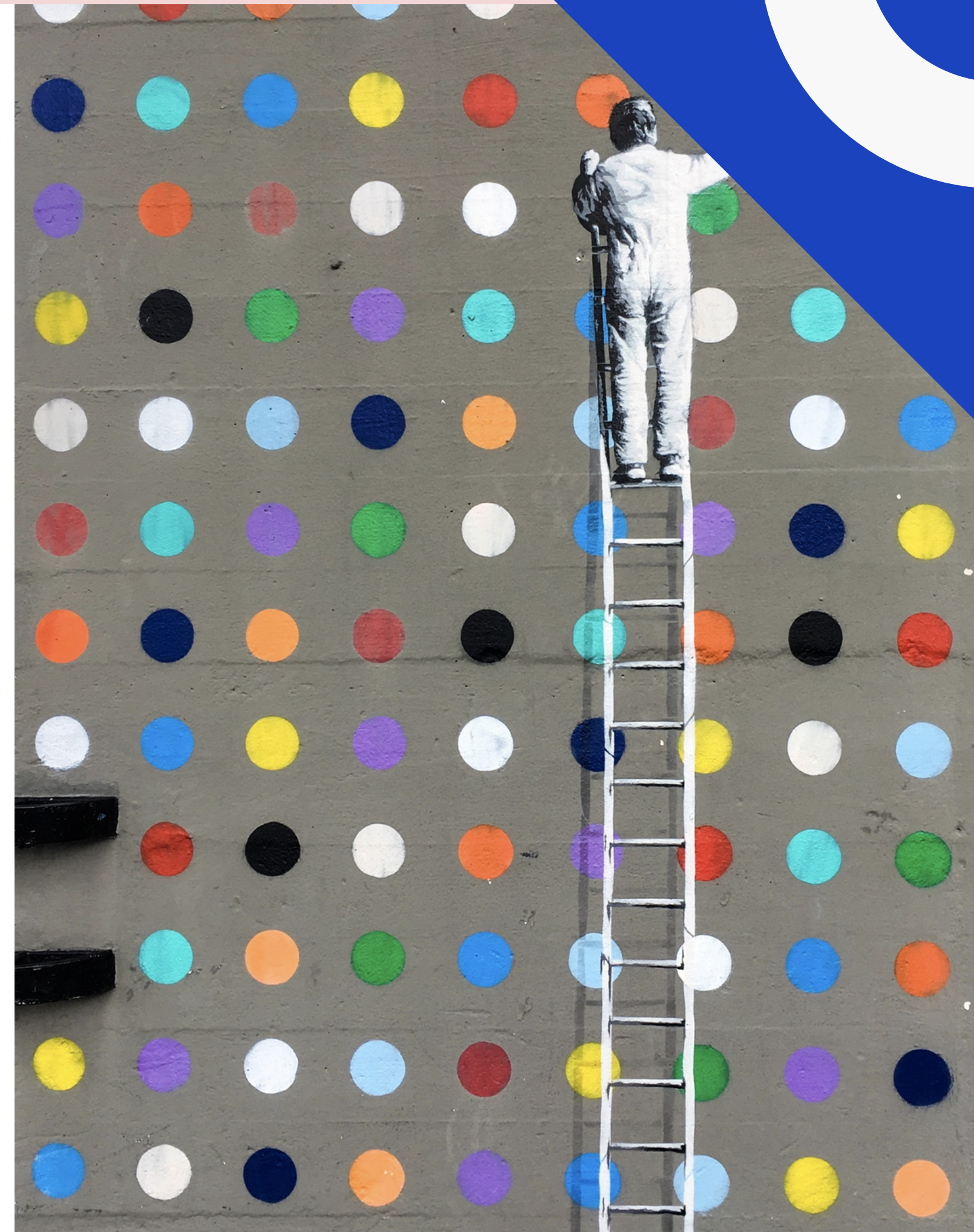
Firstly, to my mother who was the first woman in my life who taught me so much and to this day continues to inspire me. With the biggest heart, warmest smile and her kind and giving nature, not to mention her unconditional trust, power, charisma and strength.

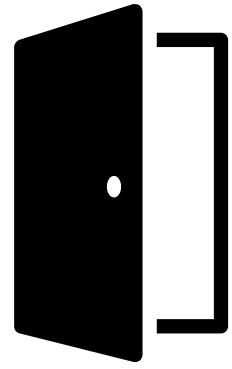
To those who support me within my network, my team and my mentors, providing me with the opportunity to step out of my comfort zones.

My constant evolving state is not just down to choice, it's down to so many incredible individuals who I surround myself with, both online and offline, and those who are women are my driving force with a special mention to [Emily Jacometti](#), [Floortje Lopes](#), [Ligia Koijen Ramos](#) whom I learned so much from.

Storytelling basics

- Be authentic & relevant
- Focus on quality, not quantity
- Use different content forms
- Educate, Inform, Entertain or Inspire
- Focus on customers' pain points

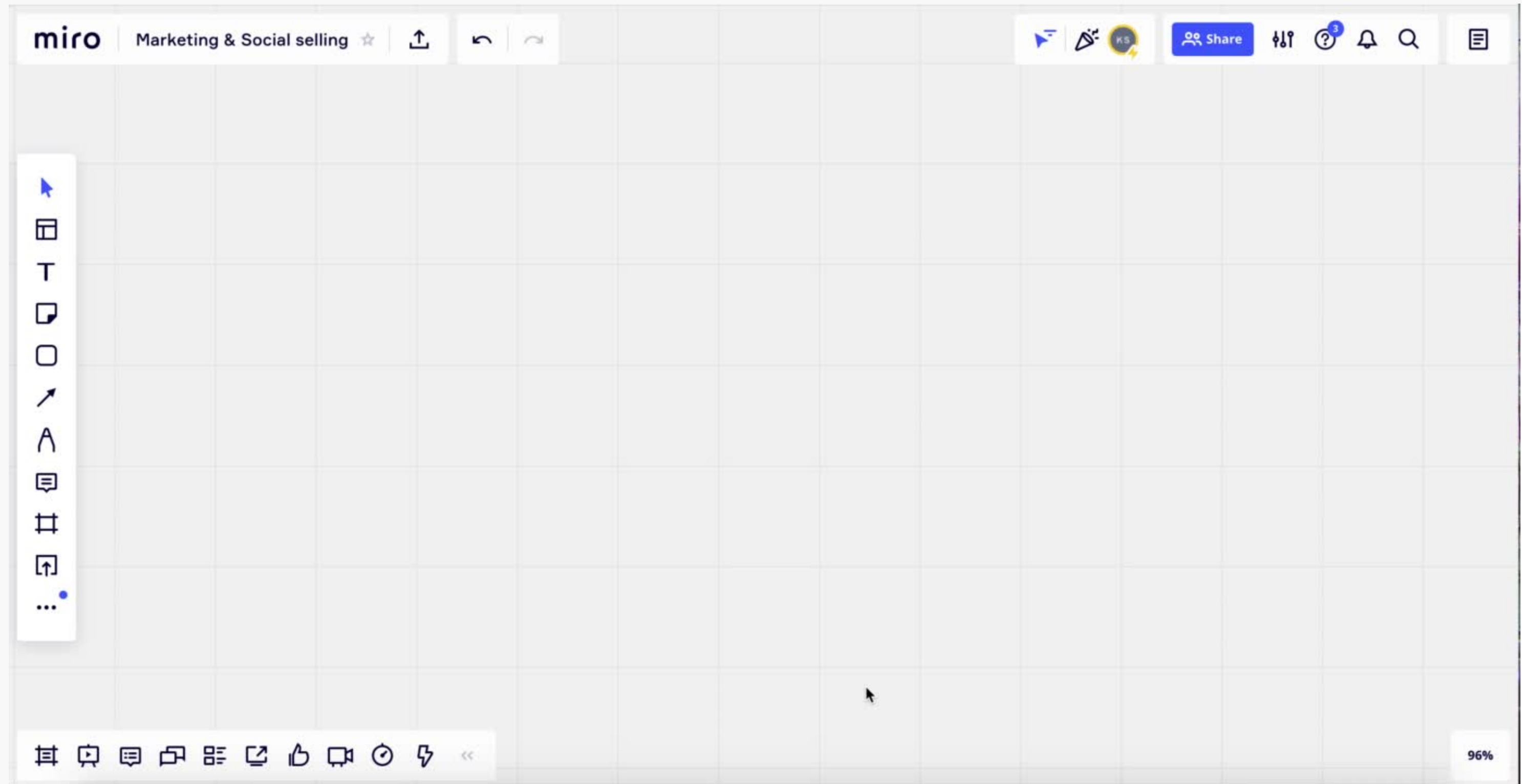




Idea generation & research

The screenshot shows the AnswerThePublic website interface. At the top left is the logo and name 'AnswerThePublic'. The top navigation bar includes a search icon, 'New Search', 'Learn', 'Features', 'Use Cases', 'What's New' (with a notification badge), 'Sign in', and an 'Upgrade to Pro' button. The main content area features a large heading 'Discover what people are asking about...' and a search input field containing 'e.g. chocolate'. Below the input field is a 'Search' button. At the bottom, there are dropdown menus for 'United Kingdom' and 'English'. A mouse cursor is visible over the 'Search' button.

Creating a content map



Useful tools

This sentence has five words. Here are five more words.
Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

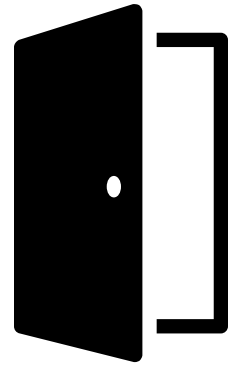
So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

-Gary Provost

Hemingway
Editor



grammarly



Knowing your audience

Demographics



include things like age, gender, location and income bracket

Psychographics



include personality types, motivations, goals, values, interests and etc.

How to find out?

Primary research & Third-party tools (SparkToro, AnswerThePublic etc.)

SparkToro



[How It Works](#)

[Plans](#)

[About](#)

[Resources](#)

[Blog](#)



[Dashboard](#)

[Audience Research](#)

[Lists](#)

[Custom Audiences](#)

My Audience frequently talks about ▾

drones

Search

0 of 5 Queries Used

[Start Tour](#) | [Add Location](#) | [Compare Audiences](#)

Welcome, Katya!

Get quick access to your account's features, history, tips, and more.

Subscription Plan: **SparkToro Free**

Search queries remaining until 5/7/22: **5 of 5**

Users: **1 of 1** ([invite team members](#))

[Upgrade Plan](#)

Your Lists

Continue engaging these sources to achieve your marketing goals.

You haven't created any lists. List help you organize the accounts, website, podcasts, and YouTube channels that influence your audience.

[Create Your First List](#)

Get The Most Out Of SparkToro

Learn how to quickly identify sources of influence and engage with them to reach your audience.

Helpful Posts & Articles



[The Three Biggest Problems Folks Have When Searching SparkToro](#)

CrystalKnows

The screenshot shows a LinkedIn profile for Mark Parris, a Senior Manager at Jamf. The profile includes a header with statistics: 'More than 40,000 organizations rely on Jamf', '7 of the Top 10' (most valuable brands as ranked by Forbes), '24 of the Top 25' (most valuable brands as ranked by Forbes), '8 of the Top 10' (largest companies as ranked by Fortune 500), and '5 of the Top 6' (global marketing groups as ranked by Adbrands.net). The profile also shows 500+ connections and 77 mutual connections. A hiring post is visible, titled 'Hiring a Sales Development Representative | DACH'. The right sidebar shows 'People you may know' with profiles for Deniz Pehlivan, Adeola Oyedele, and Nancy Hähnel. The bottom of the screen shows a video player with a play button and a '5:00' duration.

More than 40,000 organizations rely on Jamf

- 7 of the Top 10 (Most valuable brands as ranked by Forbes)
- 24 of the Top 25 (Most valuable brands as ranked by Forbes)
- 8 of the Top 10 (Largest companies as ranked by Fortune 500)
- 5 of the Top 6 (Global marketing groups as ranked by Adbrands.net)

Mark Parris · 1st
Senior Manager - Sales Development at Jamf
Amsterdam, North Holland, Netherlands · [Contact info](#)
500+ connections
77 mutual connections: Peo Strindlund, Lee Crouse, and 75 others

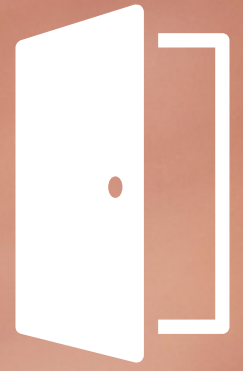
[Message](#) [View in Sales Navigator](#) [More](#)

Hiring a Sales Development Representative | DACH
Jamf · Amsterdam, North Holland, Netherlands · 87 days ago
[See all details](#)

People you may know

- Deniz Pehlivan**
Helping organisations succeed with Apple
[Connect](#)
- Adeola Oyedele**
Digital Marketer at Cyberwave (Internship)
[Connect](#)
- Nancy Hähnel**
Growth with localization | digital sales | multilingual | deep n
[Connect](#)




5:00 re skilled in Project Management



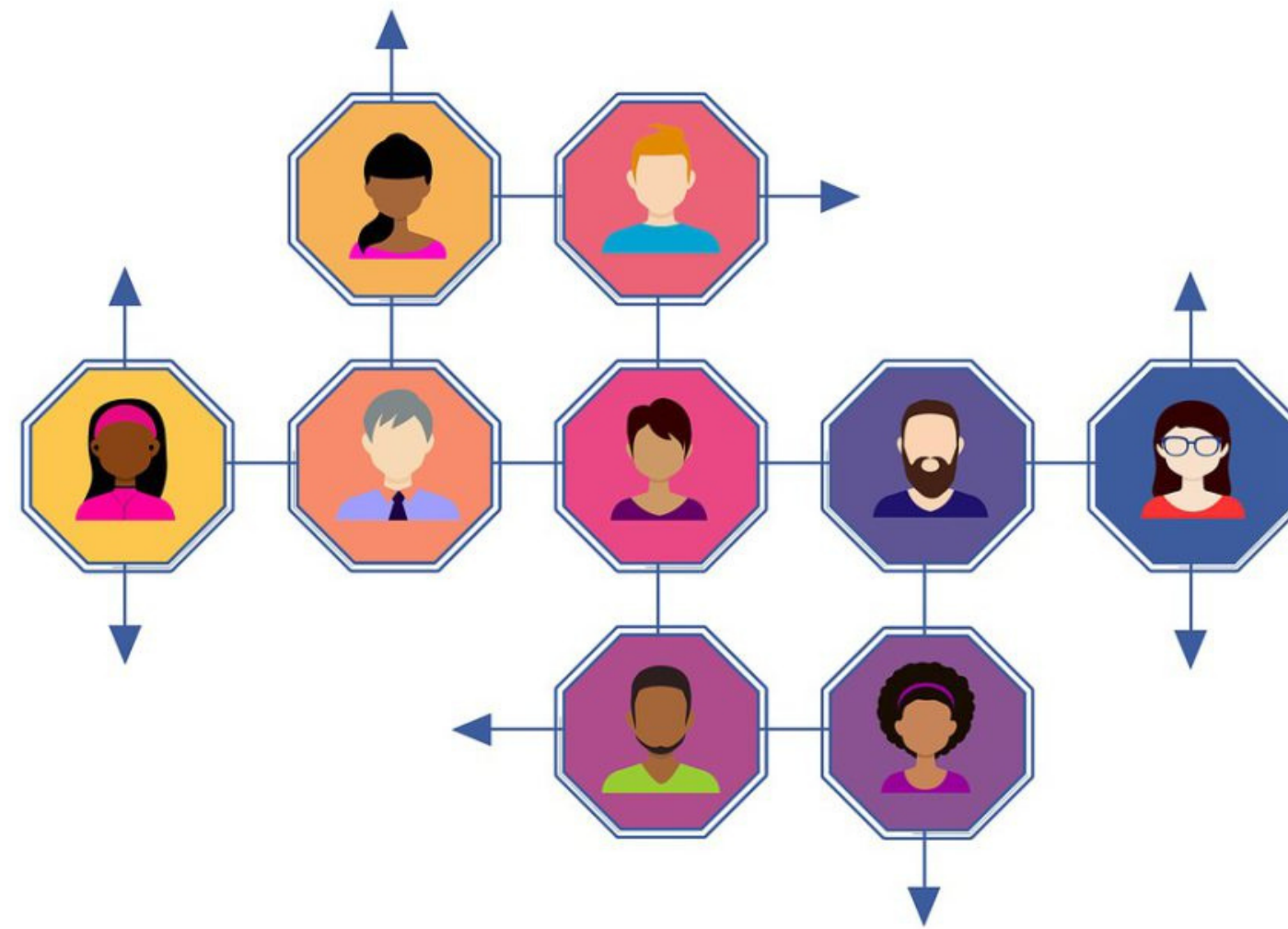
Building your network



Ways to build your network

Attention	Generosity	Knowledge
		
Tagging a connection on a relevant post	Liking someone's content post to signal you found it of value	Writing up your knowledge and posting on your profile
Commenting on posts to add value	Introducing people because it's to their mutual benefit	Sharing insightful content or resources with your network
Messaging a connection with a question about their field of expertise	Messaging someone with an article you found relevant to their needs	Sharing relevant experience with others, publicly or in private messages.

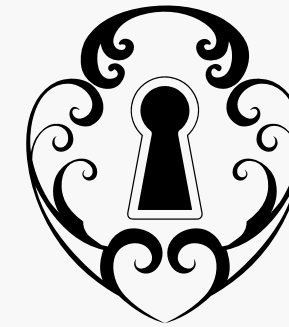
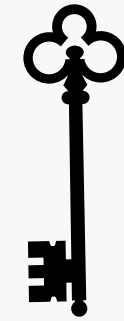
Start networking to build your brand



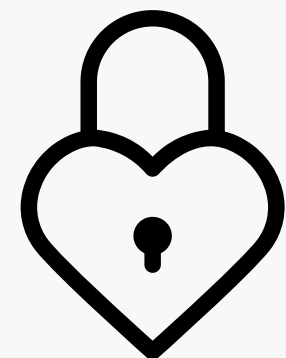
4 doors we opened to have a great story



**Storytelling
basics**



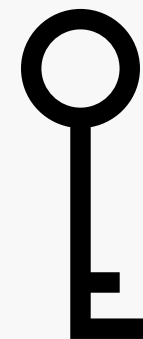
**Ideas generation
& Research**



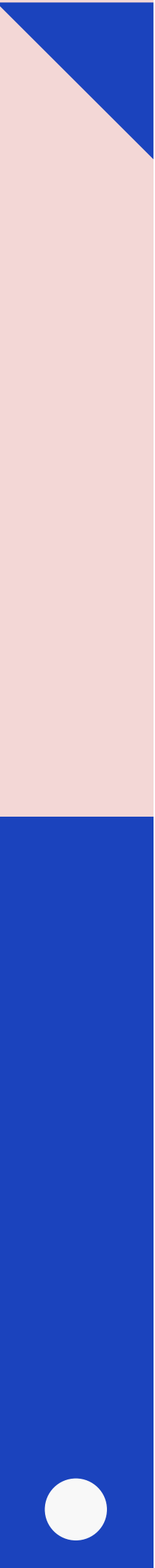
**Knowing your
audience**



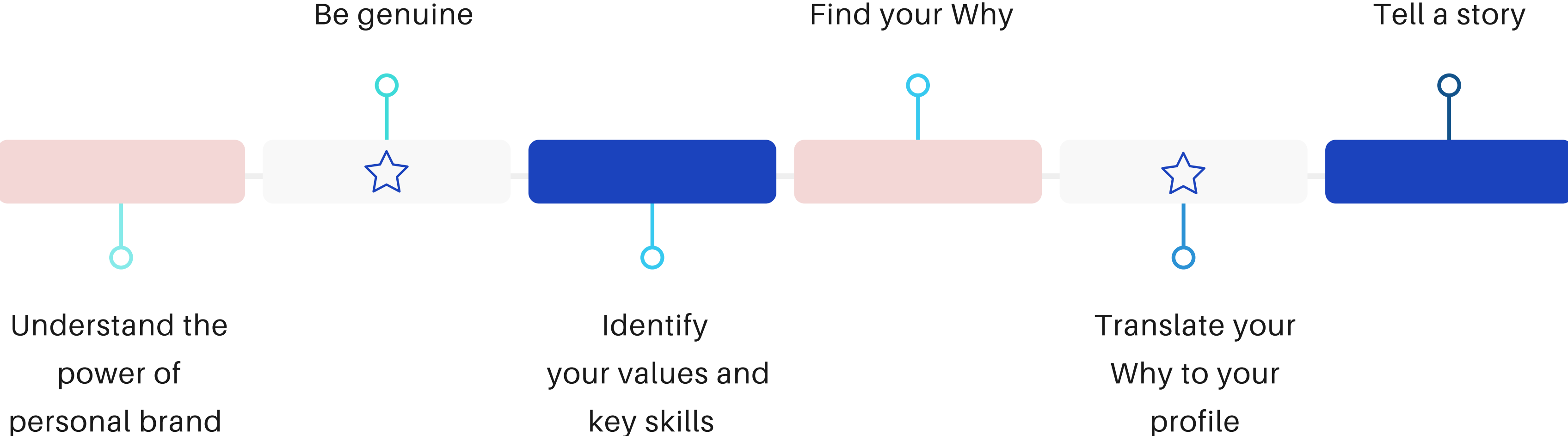
**Building your
network**







Key elements of a personal brand



Questions? 

Your brand is not what
you say it is.

It is what they say it is.

- Marty Neumeier

Let's stay in touch!

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growth@katyasivkova.com

Website:

katyasivkova.com

