

---

# HOW TO BUILD YOUR PERSONAL BRAND

*Position yourself as the obvious choice — voice, visuals, narrative and proof.*

# WHAT YOU'LL LEARN

Position yourself as the obvious choice — voice, visuals, narrative and proof.

## WHO THIS IS FOR

Founders, pastors, creators, marketers and operators who want a proven, no-fluff path to visibility, authority and revenue.

## MODULE OVERVIEW

01. Clarify the one thing you want to be known for
02. The 5 brand pillars and content buckets
03. Voice, visuals, and narrative consistency
04. Authority assets: talks, articles, features
05. Selling without selling: trust-based monetization
06. Long-term brand defense

## WHY THIS COURSE

This is a distilled playbook drawn from 6 years building media systems for brands and ministries that have reached over 30 million people. Every module is built around one principle: clarity beats cleverness, and consistency beats both.

## HOW TO USE THIS PDF

Skim once end-to-end. Then return module by module and apply one action from each before moving on. The companion templates and workbook live in the resource vault — your access link is sent on purchase.

---

Need help applying it to your context? Book a strategy call via [harrykrown.lovable.app/contact](https://harrykrown.lovable.app/contact).

# THE BIG IDEA

Position yourself as the obvious choice — voice, visuals, narrative and proof.

Most leaders are not under-talented — they are under-packaged. This course closes that gap. You will leave with frameworks, scripts, and templates that turn what you already know into something the right people can find, trust and buy.

## KEY OUTCOMES

- A clear positioning sentence you can defend in any room
- A repeatable content engine that survives algorithm changes
- Proof assets that close deals while you sleep
- A 30/60/90 day execution plan

## WHO IT IS NOT FOR

If you are chasing virality without a business model, or you refuse to ship until everything is perfect, this is not for you.

## FINAL WORD

Visibility is stewardship. The right voices in the right rooms change families, businesses and communities. Read this, apply it, and put your work where it belongs.

## ABOUT THIS COURSE

---

Position yourself as the obvious choice — voice, visuals, narrative and proof.

---

### ADEBOWALE AYENI

Personal Brand & Visibility Strategist · 30M+ reach · 6 years  
Trusted across USA, UK, Uganda, Kenya, Ghana, Rwanda, South Africa and more.

PRICE \$29  
HARRYKROWN MEDIA