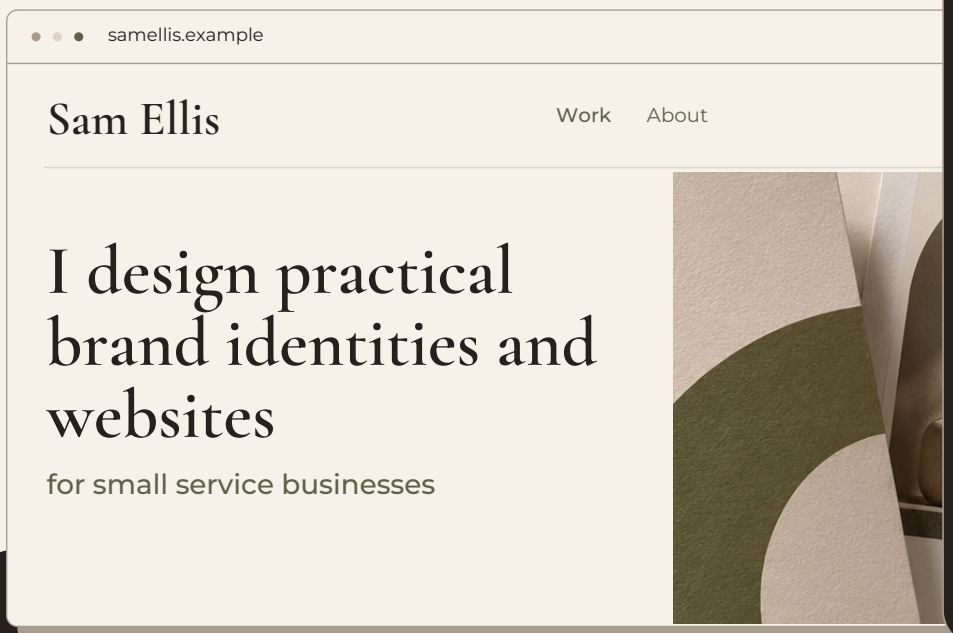
By Joanna Clare

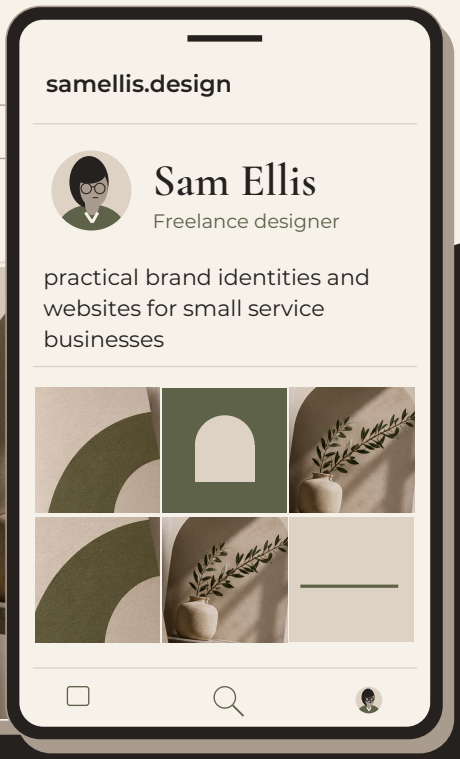
You, But Make It *Make Sense.*

A practical guide to finding your voice, explaining what you do and showing up with confidence.

WEBSITE INTRODUCTION



INSTAGRAM-STYLE BIO



SPOKEN INTRODUCTION



SAM ELLIS
FICTIONAL EXAMPLE

01 WORK
02 AUDIENCE
03 PURPOSE

"I design practical brand identities and websites for small service businesses *that need customers to understand their offer quickly.*"

Start here

You do not need to become an influencer to build a recognisable personal brand. You do need to help the right people understand what you do, what matters to you and why they might want to work with you. That applies whether you are freelance, employed, running a small business or changing direction.

A personal brand is not a manufactured personality. It is the impression people build from your work, your words, your choices and the way you treat them. You already have one. This guide will help you be more intentional about it.

Work through the exercises in order, but do not try to perfect every answer in one sitting. Write honestly first. You can make it more polished later.

A useful reminder

Clarity matters more than sounding impressive. The goal is not to appeal to everybody; it is to be understood by the people who matter to your work.

What you will leave with

A clearer explanation of what you do and who you help.

A working description of your voice, with examples of language that feels natural to you.

A short introduction and biography you can adapt for different settings.

A manageable collection of content ideas and a simple way to plan them.

A shortlist of tools worth considering, including free options.

Find your place

What people remember 04–05

Positioning 06–08

Your audience 09–10

Your voice 11–14

Introductions 15–17

Ideas & content 18–22

AI & responsibility 23

A useful toolkit 24–26

Your working brief 27–28

Sources & notes 29

Clarity Session 30

What are people *actually remembering?*

Think about the last person you recommended to a friend or colleague. You probably did not remember their exact job title. You remembered that they were reliable, good at solving a particular problem, easy to work with or especially thoughtful about their craft.





Rosa Mendes

Ceramics studio owner

FICTIONAL PROFESSIONAL

That is the useful part of personal branding: giving people a consistent reason to remember you. Your colours, photographs and visual identity can help, but they cannot replace a clear offer, credible experience or good work.

Three questions to start with

What do people already come to you for? Think about recurring questions, compliments, requests and referrals.

People already trust me to...

What kind of work would you like to do more of? Be specific about the projects, people or problems.

I want to do more work involving...

What do you want someone to say about you when you are not in the room? Choose qualities you can demonstrate, not adjectives you hope will sound impressive.

I would like to be remembered for...

What do you want *to be known for?*

Consider the difference between “I do marketing, content, websites, strategy and other creative services” and “I help independent businesses explain what they do, then turn that clarity into better websites and content.” The second statement does not deny the wider skill set. It gives it a centre.

CONSULTANT WEBSITE



Elena Torres

Communications consultant

I help independent businesses explain what they do, then turn that clarity into better websites and content.

CAREER CHANGE PROFILE



Mariam Haddad

Customer operations to user research

Example: career changer

“My background is in customer service and operations. I am now moving towards user research, using what I have learned about customer questions, recurring problems and service experiences.”

FICTIONAL PROFESSIONALS

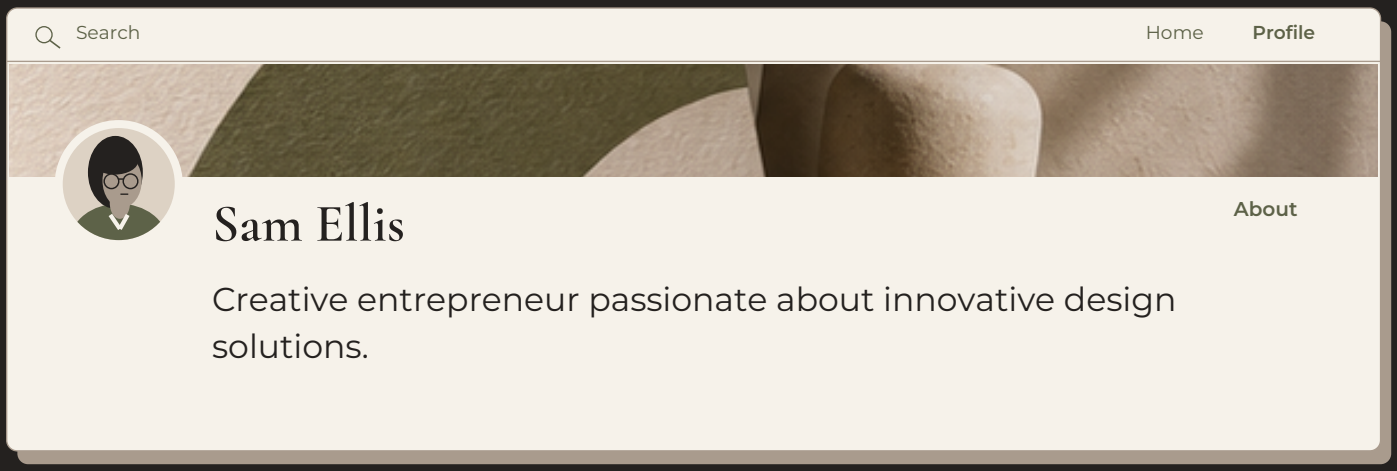
Neither example claims results that have not been proven. Specificity is more persuasive than exaggerated confidence.

What do you want *to be known for?*

Being able to do several things is an advantage. Trying to list all of them in your first sentence is usually not. Start with the work you most want to be recognised for, then add relevant context. You can have layers without making strangers work through every one of them before they understand you.

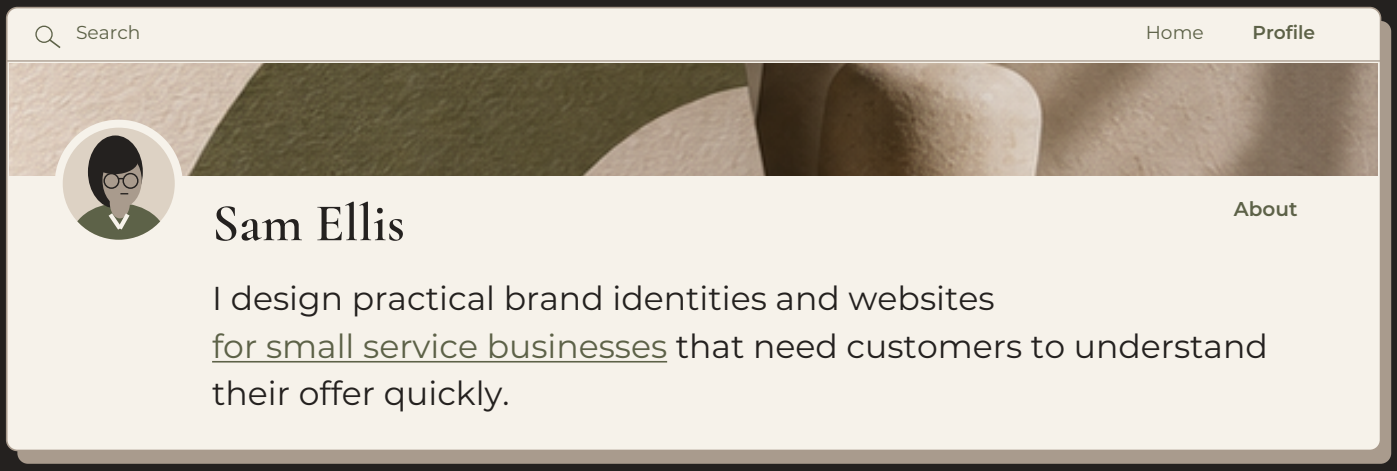
BEFORE

LINKEDIN-STYLE PROFILE



AFTER

LINKEDIN-STYLE PROFILE



Specificity is more persuasive than exaggerated confidence.

FICTIONAL PROFILE AND ILLUSTRATIVE INTERFACES

A practical *positioning formula*

Do not force yourself into a formula if it sounds unnatural. Use it as a test: can somebody tell what you do, who it is relevant to and what makes the work useful?

EXAMPLE: FREELANCE DESIGNER

samellis.example

Sam Ellis

WEBSITE INTRODUCTION

I design practical brand identities and websites for small service businesses that need customers to understand their offer quickly.



FICTIONAL WEBSITE EXCERPT

DRAFT YOUR VERSION

I help [person or type of business]
with [problem or goal]
through [specific work or approach].

If you are employed or changing careers, try:

I work in [field], with a focus on [specialism], and I am particularly interested in [direction].

Who needs to *understand you?*

You do not need a fictional customer called Sophie who buys oat milk and spends three hours on Instagram. You need a practical understanding of the people who might hire you, recommend you, work alongside you or help you take the next step.

PROFESSIONAL PROFILE



Nadia Rahman

Corporate operations employee

Different audiences need different details.

CLIENT	A potential client may want to know what you deliver and how projects work.
HIRING MANAGER	A hiring manager may want to see transferable experience.
COLLABORATOR	A collaborator may care about your strengths, reliability and availability.

FICTIONAL PROFILE

Choose one primary audience

The people I most want to reach are...

They are usually trying to...

They might hesitate because...

The evidence or explanation that would help them is...

The next action I would like them to take is...

If you serve more than one audience, write a version for each. Your underlying identity can stay the same while the details change.

Find your voice, *not somebody else's*

Your voice is not a list of trendy adjectives. It is the way you explain something, the details you notice, the words you naturally choose and the tone you use when you want someone to understand you. It can be warm, direct, thoughtful, funny or serious. It should also suit the moment.

SOCIAL POST



Amara Okafor

Independent event producer

I always walk the guest route before an event. If I have to stop and work out where to go, our guests probably will too.

CLIENT EMAIL

FROM	Amara Okafor
SUBJECT	Friday's guest arrival

Hi there,

I'll walk the guest route before Friday's event and flag any points where people might hesitate. That gives us time to make arrivals easier.

Amara

FICTIONAL EXAMPLE

You do not have to write exactly as you speak. You do have to recognise yourself in the finished work. A client proposal and a personal story will sound different, but neither should read as though a stranger has taken over your keyboard.

Before and after: *keep the person in the sentence*

Generic:



Amara Okafor

Independent event producer

DRAFT POST

"I am thrilled to announce that I have embarked on an exciting new chapter in my entrepreneurial journey."

More human:



Amara Okafor

Independent event producer

DRAFT POST

"I have started working independently. It is a big change, and I am looking forward to building something that reflects the kind of work I want to do."

The second example is not necessarily louder or funnier. It is simply easier to believe. The right voice is the one that fits the person and the situation.

FICTIONAL PROFILE

Try the voice audit

- [ ] Find three pieces of writing that genuinely sound like you. These could be emails, captions, messages or something you wrote for a client.

- [ ] Underline phrases you would actually say. Notice whether you use short sentences, detailed explanations, dry humour, stories or practical examples.

- [ ] Find two phrases you would never use. Remove them from your working vocabulary, even if everybody else seems to love them.

- [ ] Write the same message for a friend and for a prospective client. Keep the meaning; adjust the level of formality.

Your voice notes

Three words that describe how I want to sound...

Phrases I naturally use...

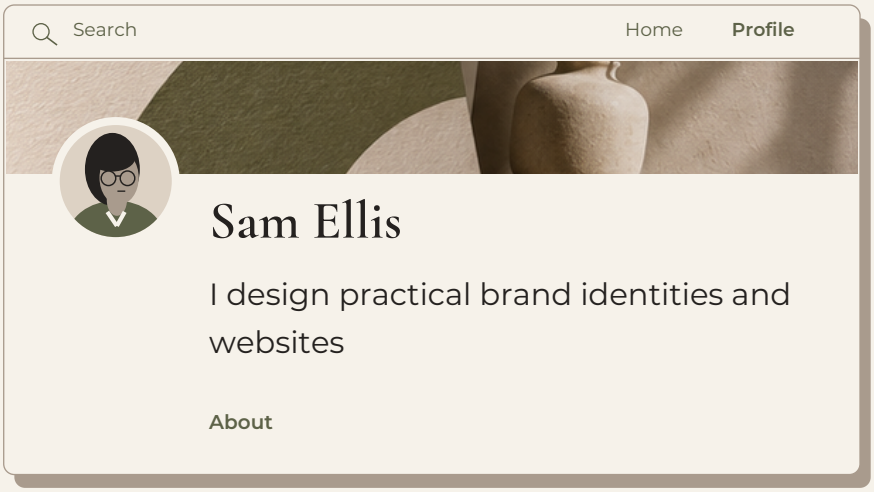
Phrases that do not sound like me...

What I want readers to feel or understand...

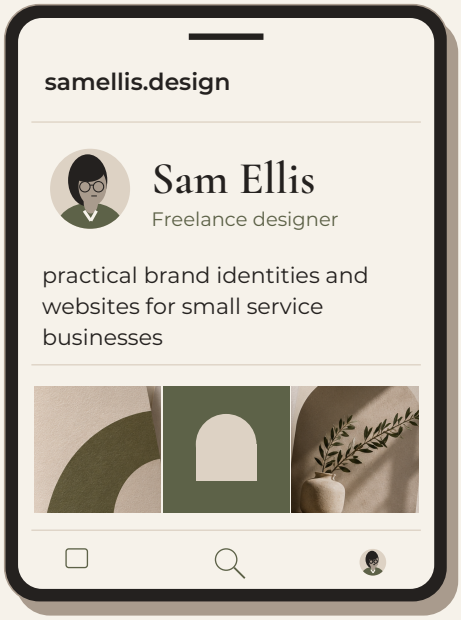
Learn to *introduce yourself*

You will need to describe yourself in different places: an email, an event, a portfolio, a website, a proposal or a social profile. You do not need a different identity for each one. You need a short version, a slightly longer version and a few examples that support what you say.

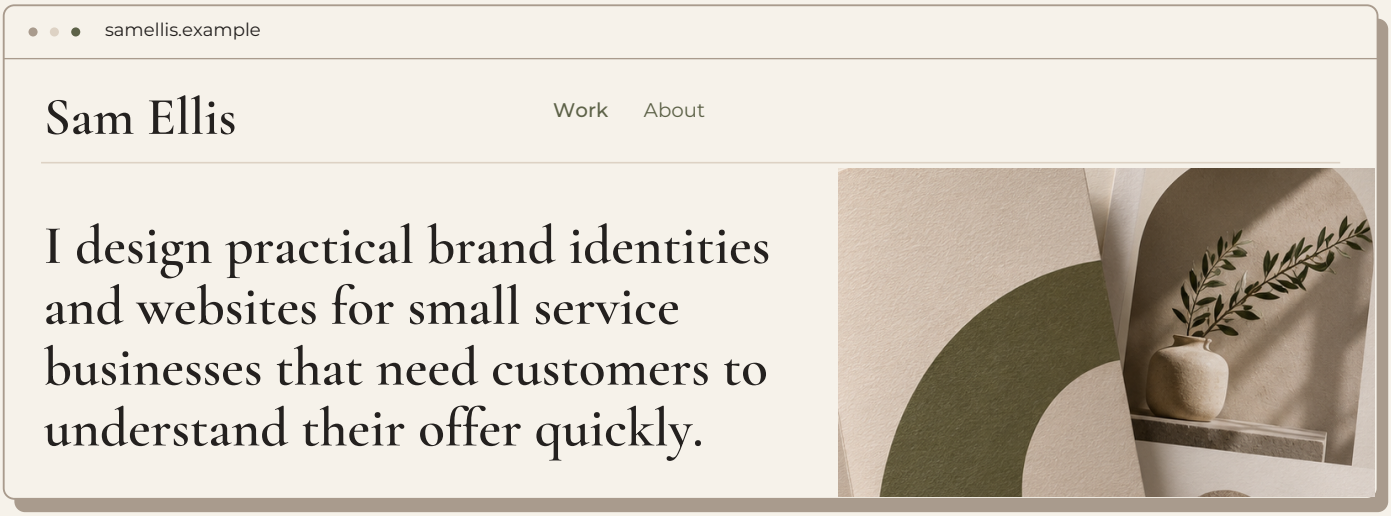
LINKEDIN-STYLE PROFILE



INSTAGRAM-STYLE BIO



WEBSITE INTRODUCTION



The core insight stays the same. The presentation changes.

FICTIONAL PROFILE AND ILLUSTRATIVE INTERFACES

Your three useful *introductions*

The one-sentence version

I am a [role or field] who helps [audience] with [specific work or problem].

The short biography

I work in [field], focusing on [specific strengths or work]. My background includes [credible context]. I am particularly interested in [projects, people or problems]. You can see examples of my work at [appropriate contact or portfolio route].

The conversation version



Mina Park
Early-career professional

ILLUSTRATIVE INTRODUCTION

I mainly work on [what you do]. Recently I have been focusing on [relevant example]. What about you?

Do not add achievements you cannot substantiate. If you are early in your career, talk honestly about your projects, learning and direction. You do not have to pretend you have been doing the job for ten years.

THE CONVERSATION VERSION

What do you *actually post?*





Claire Baptiste

Freelance photographer

FICTIONAL PROFESSIONAL

Content becomes easier when you stop treating every post as a performance. You already have material: the work you do, the questions people ask, the decisions you make, the mistakes you learn from and the things you notice in your industry.

Not every idea needs to become a public post. Some are better as a conversation, a newsletter, a portfolio note or an email to a client. Choose the format that serves the idea and your audience.

Five places to find *useful ideas*

01

Questions:

What have clients, colleagues or friends asked you recently?

02

Decisions:

What did you choose to do differently, and why?

03

Process:

What does the work look like before the polished result?

04

Experience:

What did a project, meeting or mistake teach you?

05

Perspective:

What do you agree or disagree with, and what evidence supports your view?

Turn one idea into *several formats*

Imagine a photographer has noticed that clients often arrive without a clear brief. That could become a short post about three questions to ask before a shoot, a checklist on their website, a behind-the-scenes story or a conversation starter at an event. The core insight stays the same. The presentation changes.

A SHORT POST



Claire Baptiste

Freelance photographer

Three questions to ask before a shoot



A CHECKLIST ON THEIR WEBSITE

SHOOT CHECKLIST

Three questions to ask before a shoot

- ☐ _____
- ☐ _____
- ☐ _____

A BEHIND-THE-SCENES STORY



A CONVERSATION STARTER AT AN EVENT

Three questions to ask before a shoot

ILLUSTRATIVE FORMATS

Idea bank

A question I answered this week...

Something I learned the hard way...

A small win worth sharing...

A misconception I can explain...

A process I could show...

A manageable *content rhythm*

Choose one or two places where your audience already spends time. Start with a frequency you can sustain, even if that means one useful piece every fortnight. Capture ideas as they happen, draft when you have time and review whether the work is helping people understand you. Consistency is useful; exhausting yourself to satisfy a posting schedule is not.



Daniel Kim

Product analyst

ILLUSTRATIVE PLANNING VIEW

one useful piece every fortnight

WEEK 1 WEEK 2 WEEK 3

Look for meaningful signals such as relevant conversations, enquiries, introductions and the quality of responses. Likes and impressions can provide context, but they are not a complete measure of whether your work is connecting.

AI is a tool.

You are still responsible for the work.

There is a difference between using AI to support your work and asking it to replace your thinking. It can be excellent for organising messy notes, developing a first outline, identifying gaps, creating a task list or comparing ways to structure an idea. It can also produce confident nonsense, generic writing and invented details if you use it without judgement.

You do not need to reject useful tools to protect your voice. You need to remain the person making the decisions. Start with your own experiences, facts and opinions. Use AI to help you examine or organise them, then check and edit the result until it says what you actually mean.

A practical workflow

01 ☐ Capture the real material: your notes, examples, audience, objective and any relevant constraints.

02 ☐ Ask the tool for a structure, questions to consider or possible approaches, rather than an instant finished personality.

03 ☐ Check every factual claim, source, quotation and numerical result independently.

04 ☐ Rewrite anything generic, inaccurate or unlike you. Remove invented experiences and unsupported promises.

05 ☐ Review the final output as though your name and reputation are attached to it, because they are.

EXAMPLE PROMPT

"Here are my notes about a project. Help me organise them into three possible angles for a short article. Do not invent facts, results, quotes or personal experiences. Flag any missing context as a question. Keep the language straightforward; I will write and approve the final version."

AI can also support accessibility and help people communicate in a language they are less confident writing in. The important questions are accuracy, consent, transparency where required and responsibility for the final result.

For client work, follow your agreements and applicable policies. Do not upload confidential briefs, personal data or unpublished materials into a tool without appropriate permission and safeguards. Check usage rights, and do not present generated work as independently verified research.

A useful toolkit, *not a subscription collection*

You do not need a paid platform for every stage of your work. Begin with the tools you already have, then upgrade only when a specific limitation is costing you time or affecting the quality of what you deliver. Free plans, features and prices change, so check the provider's current terms before committing.

Writing and collaboration

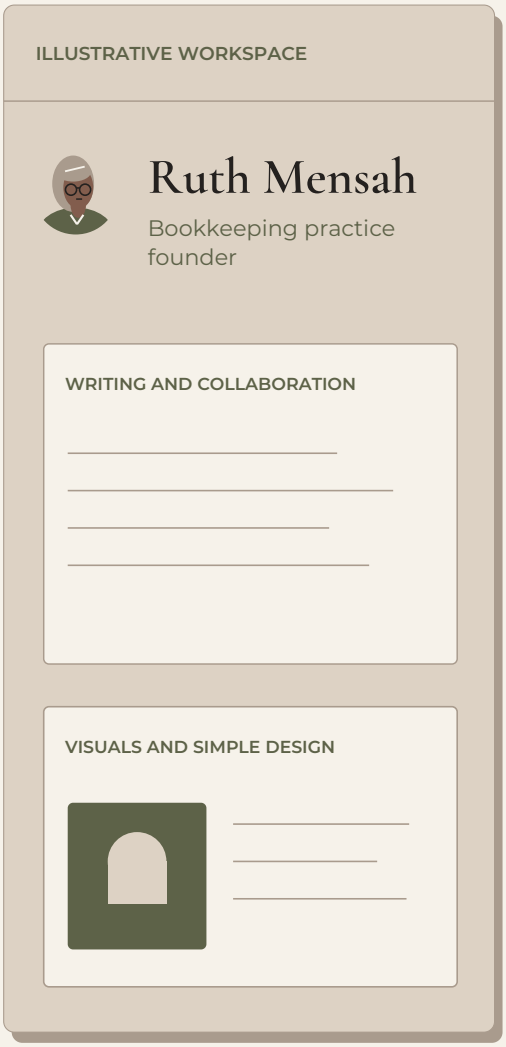
Google Docs can be useful for drafting, comments and shared documents. Microsoft Word is another familiar option, especially when you need structured documents and tracked revisions. Both are worth considering based on the software you and your clients already use.

[1] [2]

Visuals and simple design

Canva offers accessible templates and design tools, with free and paid options. Templates are a starting point, not a replacement for understanding your message or checking whether your materials look consistent. Review image, font and asset licensing before commercial use.

[3]



Planning and organisation

Notion can bring notes, tasks, content ideas and project information into one workspace. A simple spreadsheet or calendar may be more than enough if you prefer something lighter. The best system is the one you will actually maintain.

[4]

Workspace / Content plan

Content plan

TASK	STATUS
Draft caption	Draft
Film opening clip	To do
Review first cut	Queued

Video and editing

CapCut and other editing applications can help with basic short-form video production. Compare export limits, platform compatibility, licensing and any paid features against what you genuinely need.

[5]



AI assistance

ChatGPT can help you brainstorm, structure, review and organise work. The usefulness of the output depends on the material you provide and the checks you perform afterwards. Do not assume that paid access makes the results automatically accurate or suitable for publication.

[6]

Drafting notes

YOU

Order my notes for a studio clip. Check light, test framing, record a take.

CHATGPT

1. Check the light.
2. Test the framing.
3. Record a take.

These tools are examples, not requirements. The list is deliberately short; it is not a ranking or a promise that any product will suit every person.

Before you pay *for anything*

What specific problem does the paid version solve?

Can I do the same thing with a tool I already have?

Will I use the extra features regularly?

What happens to my files or workflow if I cancel?

Have I checked the current price, renewal terms and commercial-use conditions?

Put it together

You do not need to rebuild your entire public presence this week. Choose the changes that will make the biggest difference to how clearly people understand you. Keep the working answers somewhere you can revisit them as your experience and goals change.

Your next three actions

- [ ] Clarify one sentence you use to explain your work.
- [ ] Update one public touchpoint: a biography, portfolio introduction, website page or profile.
- [ ] Share one useful idea or start one relevant conversation, then notice what response it creates.

POSITIONING STATEMENT

I help independent businesses explain what they do, then turn that clarity into better websites and content.

elenatorres.example

Elena Torres

CONSULTANT WEBSITE

I help independent businesses explain what they do, then turn that clarity into better websites and content.

SOCIAL POST



Elena Torres

Communications consultant

What's the first thing you want someone to understand when they land on your website? I'd love to hear how you say it.

FICTIONAL EXAMPLES

You are allowed to change direction. A personal brand should help people recognise the work you are doing now and the direction you are building towards, not trap you in an old version of yourself.

Your one-page *working brief*

What I do...

Who I most want to reach...

What I want to be known for...

The experience or evidence that supports this...

Three words that describe my voice...

One introduction I can use...

Three content ideas I can develop...

One place I will show up consistently...

Sources, checks *and further reading*

This guide offers practical editorial guidance rather than guaranteed results. Tool features, free plans, prices and terms can change. Check the official product pages and any current client, employer or platform requirements before acting.

[1] Google Docs — product information — https://workspace.google.com/products/docs/

[2] Microsoft Word — product information — https://www.microsoft.com/microsoft-365/word

[3] Canva — product information — https://www.canva.com/

[4] Notion — product information — https://www.notion.com/

[5] CapCut — product information — https://www.capcut.com/

[6] ChatGPT — product information — https://chatgpt.com/

Independent recommendation disclosure

The tools mentioned here are included for their potential usefulness, not as paid placements. No payment, commission or affiliation is claimed in connection with these recommendations.

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By Joanna Clare

Start with a *Clarity Session.*

A PAID 60-MINUTE, ONE-TO-ONE MARKETING CONSULTATION

One hour.
One challenge.
A clearer way forward.



Ready to make sense of your next move?

A guide can help you get started. When you need tailored help with your positioning, messaging or marketing decisions, book a paid one-to-one Clarity Session with By Joanna Clare.

Explore the Clarity Session for details and availability.

Let's work out what needs your attention.

byjoannaclare.com

hello@byjoannaclare.com

Explore the Clarity Session