



# *Starter's Guide To:* **Building Your Personal Brand in 2025**

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SEE YOUR STORY. SHAPE IT. SHARE IT.



# *Hello!*

If you're here, then you are interested in building a truly personal brand on social media and making money with it in 2025.

You most likely are (hopefully) also my favorite kind of person in the world:

- you're a little bit weird
- you've never fit into one particular box
- and you have a whole lot of magic to offer

(You may also be a shy baby bird afraid to leave the nest, and my sweet angel, hello I will be your mama bird, and I will help you until I shove you from the nest and you spread your big beautiful wings and FLY.)

*Let's jump in!*

# *What is a personal brand?*

**Your personal brand is the magnification of your essence that you share digitally to help people know you quickly.**

Your personal brand is your social media megaphone.

It allows you to:

- accurately reach YOUR people
- help them hear your message
- and amplify yourself without needing to force it or be over the top

Building your brand is also deeply intentional, as its components are your:

- story
- values
- passions
- personality
- & hardships + accomplishments

Since it's the lens we get to know you through, which can be vulnerable, it's important that YOU choose what it's made of.

Simply put?

Your personal brand *\*is\** you – with a little strategy thrown in.



# *What isn't a personal brand?*

## ***A personal brand is not a get-rich-quick scheme.***

If you're playing the social media game solely to make money, then I highly recommend choosing a different path.

Building a personal brand isn't the easiest choice, but it is the only choice that guarantees longevity and sustainability.

## ***A personal brand is not a guaranteed path to virality.***

Can you create content that gets millions of views? Hell yeah! I have.

But views are *\*not\** the metric we'll care most about.

Engagement in the comments is.

And a powerful brand is the best way to encourage conversation in your content.

## ***A personal brand is not a niche.***

When you bring your FULL SELF to your brand, you'll avoid the burnout that comes from talking about ONLY ONE THING FOREVER in your content.

Oh, and monetization? Yes, still absolutely doable.  
But in an entirely ick-free way.

It'll just take a little longer since we're not needling the shit out of our audience's pain points.

Instead, we're inviting them into our world video by video.

Building your brand will also transform your approach to content creation... but I'm getting ahead of myself.

The first thing you need to do is identify your story and believe it's worth telling.

And that's exactly what this guide is here to help you do.

# *How to use this guide:*

I've set up this resource in a way that would have benefitted me at the beginning of my journey.

I've also created it with my brain... a brain that is:

- not so great at structure and organization (ADHD)
- a little bit sad all the time (Depression)
- and tends to get nervous and sense danger everywhere (Anxiety)

Yes, my adorable flavor of Neurodivergence  
colors this whole guide.

I will appeal to you emotionally, use logic to support my arguments and toss in a metaphor here and there to make sure you have plenty of opportunities to receive the information in a way that works for you.

As you scroll through this Guide, I'll walk you through four steps  
that will get you from stuck to started!

So, each heart-centered truth gets its own chapter, complete with:

- an explanation
- the problem & solution at hand
- and action steps you can take immediately

You may feel excited to jump in.

You may feel nervous.

Regardless, I hope you're hungry for truly-shift-the-needle value that, if applied, will bring you that much closer to:

- being your own boss
- [your future TED talk](#)
- that book you're going to write
- and all the time and freedom you can imagine with your family.





PSSST THE UNIVERSE CALLED AND SAID THIS  
IS YOUR MONEY FLOWING DOWN FROM THE  
HEAVENS IN 2025 -- BUT LIKE YOU'RE  
GONNA HAVE TO WORK FOR IT.

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*you're* special  
here's *how* you're special  
your special can help *others*  
sharing your special can help *you*



## CHAPTER One

1

# Believe your story is *worth finding* (*you're special*)

**Reading through this Guide you may already feel like an imposter.**

- Who are you to have a personal brand... you barely have a story to tell.
- Who could you possibly help with what you know?
- And you think you'll make MONEY with this? Please.

1. Please be nice to you. I like you so much, and this makes my tummy hurt.

2. We need to deal with the limiting beliefs circling around your self-worth. This is the first step in building your brand.

Let's clear the land so we can build a big, beautiful house on it – the house being the personal brand you **DESERVE** to build and the business of your dreams that will come from it.

Clear the land = mindset

Foundation = values and story

Skeleton of house = the tenets of your philosophy

The design and landscaping = your brand on social media





## CHAPTER One

# Believe your story is *worth finding*

## Problem:

You struggle to see the value in and question the significance of your life experiences. But if you see no worth in your story... no one else will either.

(It's hard to believe you're special when you can't even see what about you COULD be special. But leap and assume you are. I'll prove it to you later.)

To excavate your story, you first need to be certain there's something worth digging for.

## Solution

- Recognize your unique journey & its impact on who you are today.
- Reflect on the moments that shaped you.
- Look for the relatability in your story and how it might apply to others.

## Questions/Action Steps:

DIRECTIONS: FOR THIS CHAPTER AND THE NEXT THREE AS WELL  
WRITE OR TYPE YOUR ANSWERS TO GET THE GEARS TURNING --  
WE'LL USE YOUR ANSWERS TO FUEL THE NEXT STEP SO DON'T  
SKIP!

*1*

List out three defining moments in your life.

*2*

Write down what you learned from each experience.

*3*

Jot down a few sentences of how what you learned could help someone else if you shared it with them.



# 2

## CHAPTER Two

# But what *is* your story..? (here's *how* you're special)

It's hard to know what your story is because it is yours.

You've LIVED it, so simplifying it to a narrative you can imagine anyone following (or caring about) is a struggle.

**Let's start to piece this puzzle together.**

Your story is not just a label.  
Which lands with more weight?

A nurse.	A realtor.
or	or
A nurse who went into medicine because she saw how the healthcare system failed her grandmother.	A realtor who supports single mothers with their first houses because he grew up with an alcoholic father who left when he was a kid.

Your story is not all happy.  
Our trauma forms who we are and the lens through which we see the world.

Your story may not “make sense”  
You are complex and complicated (which makes for the best stories by the way) but it's not immediately obvious how the pieces fit together.

# But what *is* your story..?

## Problem:

Pinpointing the essence of your story can be difficult amidst the noise of everyday life.

It's hard to zoom out the lens and look at the big picture when you still have to deal with the granular day-by-day, hour-by-hour.

Also, it can be hard to know what aspects of your complex and layered history make it into the story that will ultimately form your brand.

## Solution

- Identify important, formative life events.
- Delve into what you learned, what you love, and what you loathe. This helps form the flavor of your brand recipe.
- Seek patterns and themes that resonate deeply with you -- this is where your values come from. Remember that your story isn't just events randomly sequenced together -- it's the themes that tie the things together.

## Questions/Action Steps:

1	Create a simple timeline of major life events and transitions: career, family, education, hardships, etc.
2	Reflect on a pivotal moment in your life from your timeline. What lessons did that experience teach you?
3	Can you identify themes and patterns in your life? Write a short list. How have they shaped who you are?



# 3

## CHAPTER Three

# Acknowledge your story is *worth sharing* (your special can help *others*)

Unveiling your story to the world can be daunting.

However, with all its complexities, your journey holds so much inspiration for the folks who will connect with it.

**But they can't connect to a story they never hear.**

This chapter focuses on shifting your perspective to view vulnerability as an empowering tool -- for your audience and also for you.

This teases Chapter 4, but I'm too excited to hold it in.

Practicing being yourself by telling your story through your content is an effective method for increasing self-awareness and self-confidence.

It encourages you to move past self-doubt and fear, understanding that your authentic story resonates with others and creates meaningful bonds.

AND truly help them. You're not just sharing moments from your life; you're generously offering up your experiences as LESSONS viewers can apply to their own lives to human better themselves.

**Thus fostering deeper connections and understanding...**

is how to build a community that's truly there for you... and not just the value you provide.



# Acknowledge your story is *worth sharing*.

## Problem:

Even after discovering your story, you may struggle to believe it's worth sharing.

- “Who would be interested in hearing this?”
- “Other people have said this all before and better than I ever can.”

What if your fear that you are not special is proven true by deafening silence when you share your story...

And if that's possible, then why the heck would you risk showing up and being vulnerable?

## Solution

- Overcome this hurdle by realizing the universal appeal and relatability of your journey.
- Embrace vulnerability as a gateway to authenticity, fostering deeper connections with your audience.
- Your story's power lies in its ability to inspire, comfort, and motivate others who may see reflections of their own lives in yours.

## Questions/Action Steps:

1	Think of a time when you heard a personal story from someone and how powerfully it impacted you. Why couldn't you do the same for others?
2	Write a letter to yourself from the POV of someone positively impacted by your story. What would they thank you for? What aspects of your story resonated with them the most?
3	Share a part of your story with others via a social media post, a blog entry, or a conversation with friends. Notice the reactions & feelings it evokes in both you and your listeners.



# 4

## CHAPTER Four

# Practice *sharing* your brand. (sharing your 'special' can help *you*)

This chapter dives into self-expression through storytelling -- the performance of your personal brand.

**It's about more than just sharing stories; it's an exercise in self-discovery and active self-presentation.**

Quick note: "Performing" is not a bad thing. It's not inherently false.

"Performative" would be a bad thing -- an over-the-top version of self, built to mask or hide qualities about yourself you don't want people to see.

**But there's nothing wrong with being yourself in an activated way.**

When you narrate your story, you decide what to share and how to share it, revealing your natural communication style and preferences.

Lean into the discomfort of being yourself when it's just you and the big red button. Then practice!

Through consistent practice, you'll refine your storytelling and gain insights into your identity, learning how to articulate and project your brand in a way that resonates with you and your audience.

Through this practice, you will also build trust and relationships with your audience, and monetization is a byproduct.

**This is how you will make money by quite literally being yourself.**

# Practice *sharing* your brand.

## Problem:

You struggle with the idea-to-content piece pipeline, making expressing your personal brand authentically and consistently difficult.

All the aspects of content creation you don't feel like you know enough about + the lack of clarity in yourself and your story before really diving in  
= a fundamental lack of self-trust.

And at the end of the day, trusting yourself is everything. Because if you don't believe, you will know the difference between when you're being authentic or inauthentic when it comes time to being yourself in a high-stakes situation, you'll always doubt what comes out of your mouth.

You need to be solidly sure that you know you're being the version of yourself you chose and that whatever comes out of your mouth is real and true to you.

## Solution

- Practicing storytelling through content creation is the key.
  - This allows you to be an authentic, self-directed version of yourself, essential for self-actualization and building a strong personal brand.

## Questions/Action Steps:

1	Identify a personal story that aligns with your brand values and think of ways to share it creatively through content.
2	Record a short video about this story. Notice how you feel before and after sharing it.
3	Experiment with different formats and styles to discover what works best for you. This will enhance your storytelling skills and help solidify your understanding of your brand.



# *What now?*

Congratulations! You got to the end of this Starter's Guide. I'm so proud. I'd love if you'd [share a testimonial about your experience with the guide here!](#)

## **So what do you do now?**

I'd recommend leading with your heart and  
playing around with content!

If you enjoyed this resource, I want to hear from you!  
Please reach out to me at [justin@justhumanwell.com](mailto:justin@justhumanwell.com) and tell me what you love.

And if you want to work with me on building your personal brand then  
[Click here](#) and apply for a spot on my client roster.