



PERSONAL BRANDING

Do it or else stagnate...

Hi!

This document is tailored for those who recognise the power and necessity of personal branding and are prepared to wield it as a potent tool.

We have meticulously developed this module to construct a compelling narrative that directly confronts the pressing needs of business and society.

However, if you consider branding to be a short-term solution, we strongly recommend seeking aid from one of the numerous self-practicing, INR 400 per session branding coaches to save us time.



PERSONAL BRANDING

the context

In today's age of relentless social media saturation, traditional methods of engaging with the target audience and capturing their attention are almost impossible.

Consequently, establishing a real impact on the social landscape and capturing sticky eyeballs has become challenging, resulting in a decline or absence of brand loyalty.

PERSONAL BRANDING

its impact

Personal branding presents a strategic and customized solution that aligns your identity with your end objective, delivering a distinct personality and a resilient voice that overcomes challenges and celebrates victories.

This fosters relatability with your target audience and cultivates a more profound sense of empathy and unwavering brand loyalty.



We Know...

**There are countless online coaches, mentors,
and experts...**

So, why choose us?



We have what it takes...

Crafting and sustaining a **Personal Brand** requires extensive experience, exposure, and expertise in branding and marketing, as well as an in-depth understanding of the social and cultural landscape.

We have a rare combo of IQ and EQ, experience and commitment, craft and knack to carve a niche for you.





...Or else, you can pay peanuts and get a monkey

We know that the online market is filled with individuals claiming to be personal branding gurus, boasting about building hundreds of brands.

But have these so-called experts even worked for any brand worth mentioning, let alone creating one? These individuals want to make a few bucks from you and move on.

So how
do we create
your personal
brand?

Craft a compelling and poignant story that captivates and deeply resonates with people and mix it with the science of brand-building

We all love a good story, don't we?



Why Storytelling?

- Better recall
- Sets you apart
- Gives your brand a human touch
- Creates empathy
- Unique
- Not a hard-sell
- Non-transactional
- Stands the test of time



Medium used for storytelling

Social media with focus on LinkedIn

SEO

Blog & Vlog

One-on-one interviews

PR campaign

Forums and panels

Book



Storytelling structure

**Scientific,
time-tested and customised**

HKID & ODPEC Models

Character Rhombus

Umbrella & The Mini Arcs

The Eternal Circle

**What experience
do we have in
storytelling and
brand building?**

A proven track record of more than three decades!

May we present the master story-teller and brand wizzard, **Mr. Amit Shankar**



A rare blend of story-telling and brand-building, he is a best-selling author and a hotshot Creative Director.

With six fiction titles, out of which four were best-sellers, at Wunderman, Mccann, and Dentsu, the world's leading advertising agencies, he has spearheaded communication and branding for global brands like Canon, GM, Nestle, Microsoft, Cisco, Pedigree, GSK, and WHO.

He is a visiting faculty member at top design and management colleges and is the founder of House of Lions, India's leading brand and communication consultancy, and TGILF, India's only regional literature platform.

Would he be doing it alone?



This campaign will be executed and managed by House Of Lions,
India's leading brand & communication consultancy.

Should you go for personal branding?

Yes, if you belong to one of the following categories

Business leaders

Politicians

Actors

Socialites

Upcoming writers, poets & painters

Thought leaders

Content creators



Why should you do it?

- Personal Branding exercise done via story explains your values and engages with prospective TA better, who remember it better than any campaign.
- TA with the same value set as yours are more likely to be loyal
- With Emotional connections, you can enjoy brand loyalty
- It complements the SEO strategy
- It adds value to your ongoing business too



Our list of clients?

We'd like to let you know that we exercise discretion and never disclose the names of our clients.

You can expect the same once you are on board.

What would it cost you?

It would vary depending on the scope of storytelling and the resources involved.

But to give you an idea, it starts at five lacs/month and goes up to fifteen lacs/month with a minimum lock-in period of one year.

The way forward

Please email us for a video call to understand your precise needs.

If we think you have the components for crafting a great story, we will get back to you with a proposal.



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