

**THE**

# **PERSONAL BRANDING PLAYBOOK**

**TURN YOUR PERSONALITY INTO YOUR COMPETITIVE ADVANTAGE**

**AMELIA SORDELL**

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# **THE PERSONAL BRANDING PLAYBOOK**

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YOUR COMPETITIVE ADVANTAGE**

**AMELIA SORDELL**



CAPSTONE  
A Wiley Brand

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*This book is dedicated to anyone and everyone who has ever had the audacity to be 100% OK with the consequences of being themselves, both online and off.*

# Note from the Author

When my Editor asked me to find the most famous person I knew to write the Foreword of this book, I stalled. It didn't feel right to me. And maybe because a foreword by a 'famous person' is what every other author does – and as you'll find out as you begin to read this book, I don't like convention very much.

I also think that 'famous people' don't benefit from what I teach. They've already built their brand and made their name. They're already basking in the abundance of opportunities that being themselves delivers. And that isn't who this book is for. This book is for people like you and me. People who are ambitious and smart and who deserve opportunities but don't quite know how to get them. Yet.

So instead of having a 'famous person' write my foreword to superficially impress you, I have included a collection of endorsements from friends, clients and community members who have been touched in some way by my work and the principles I teach in this book. People who wanted more, and who followed what I teach and have achieved it. These people are freelancers, CEOs, founders, marketers, social media managers, finance bros, accountants and students. They're regular people, who want more than just a regular life. And if you get half the amount of value they have from the contents of this book, the 12 months it's taken me to write it will be worth it.

# **Praise for *The Personal Branding Playbook***

“Amelia is one of the very few people who inspired me on LinkedIn to start posting more and build my own personal brand as I wouldn’t have bothered or be where I’m at with it today. She’s a force for greatness!”

*Dan Murray-Serter, Founder and CEO Heights and Host of the Secret Leaders podcast*

“There are so many ways Amelia’s content has ultimately transformed me into becoming my own unapologetic boss today. And, for that, I appreciate her.”

*Alicia Richardson, Founder and CEO of Create Connect*

“*The Personal Branding Playbook* delves deep into the principles of personal branding, sharing invaluable insights and practical advice. Her journey, marked by bold decisions and unwavering authenticity, is a powerful testament to the impact of a solid personal brand.”

*Elfried Samba, Co-founder and CEO of Butterfly 3ffect and ex-Gymshark Head of Social (Global)*

“I have watched and subscribed to many influencers over the years and tried to be brave and learn to raise my profile. I know what I’m good at, but I need more confidence in selling myself. Then I came across Amelia’s profile, and things changed for me. How she comes across as just who she is, a real person, but also someone knowledgeable and professional in every scenario has taught me that people take less notice if you try to be someone you are not. I am using every piece of advice that you offer, and it’s working! Thank you, Amelia, for the tips, hints, and content.”

*Maria Moulton, Founder of Willow Consulting*



“Amelia is the poster girl of personal branding and self-confidence.”

*Harry Hugo, Co-founder of The GOAT Agency*

“Amelia is the queen of personal branding. I always had this vision of building a personal brand but was reluctant as it’s hard to put yourself out there. Amelia helped me bring out my true self and have confidence. As she says ... just f\*cking post it.”

*Jonny Sitton, Co-founder and CEO of My 1st Years*

“Amelia is a force of nature, she has shown LinkedIn and the rest of the internet the power of personal branding. If her content doesn’t show you this already, then let Amelia teach you how to cultivate, elevate and motivate your personal brand with *The Personal Branding Playbook*.”

*Hannah Holland, Founder and CEO of HLD Talent*

“Amelia has opened my eyes to the incredible power personal branding has not only for you as an individual but also for your organisation as a whole. She is a canny business professional and fearless innovator.”

*Jeremy McLellan, Head of Learning & Development, EMEA Alvarez and Marsal*

“I used to have a crippling fear of failure and nearly gave up on my business because of it. Then I saw a video of Amelia openly sharing her biggest mistakes and being unapologetically herself. That moment changed my perception of failure. I stopped trying to be someone I wasn’t and embraced who I truly am. Within three months, my business grew, and people wanted to work with us because of our authenticity. And that changed my life.”

*Breanne Jones, Founder of Soleil Media*

“Mine and Amelia’s journey started out with me as her client, but she fast became an integral part of my most treasured inner circle. Whilst her authenticity, expertise and impact are both obvious (and otherworldly), for

me, Amelia's signature qualities are her humanity, generosity, and humility – things *The Personal Branding Playbook* delivers in spades.”

*Jordan Barry-Bayliss, former FTSE CPO, Consultant and Executive Coach*

“What I love about Amelia is her no BS approach. She'll tell you straight (in real life or on LinkedIn) – and if she doesn't have the answer, she will still be there to champion you. Amelia's the confidence hype woman we all need.”

*Sedge Beswick, Exited Founder and Consultant*

“Amelia inspired me to use my challenges as a first-generation student and turn them into a helping hand for millions of college students across the globe. It is also thanks to her that I expanded my comfort zone and have had the opportunity to speak at events, network with other professionals, and become a leader on campus. I feel blessed to have such a strong female entrepreneur to look up to as I continue my multifaceted career.”

*Katie Goble, Marketing Degree student and Founder of Your College Big Sister*

“Within my first 90 days of following Amelia's principles, I saw a significant increase in the reach of my LinkedIn content, our podcast downloads increased globally, I've been booked for speaking and training engagements and I've started coaching other administrative assistants alongside my day job. These achievements are no coincidence. To Amelia – thank you for showing me what's possible, how to achieve it, why it matters, and how to remain accountable and focused to see real change and results.”

*Jodie Mears, C-Suite Executive Assistant and Co-host of The Crodie Files podcast*

“I was fresh on the start-up scene and Amelia was the first female business owner I had met. I remember coming away feeling utterly gobsmacked by how she spoke, presented herself, backed herself – all the traits she has are ones I have always admired. We were chatting openly about how it's going, my own personal branding, and I was so overwhelmed by Amelia's nature to just help – no strings attached. Since that first meeting, we've shared notes,

ideas, headaches, and Amelia has always made it abundantly clear that whatever I need, whenever I need it, she's there. In this day and age in the professional world, that might be the rarest of all traits. I'm so proud of her for this brilliant book."

*Vic Banham, CEO and Director of Antler Social*

"Let me tell you about Amelia Sordell. Maybe I can share some things that you won't know from reading the other endorsements in this book and taking a look online at her social media accounts. Amelia is a force of nature, with infectious enthusiasm for personal branding and the ability to convince even her online trolls to become her biggest fans through her persistent kindness and witty comebacks. I have been fortunate enough to spin in her orbit as her Executive Assistant for the last four years (sometimes I'm the one keeping everything IN orbit, but that's an entirely different book). It's a privilege to call Amelia not only my exec, but also my friend. She has taught me an awful lot about the power of personal branding (and now she's going to share that with all of you), but she's also taught me lessons in resilience, humility, and owning your f\*\*k-ups and mistakes too. I hope you enjoy this book as much as I enjoy working with the human being behind it. She really has poured her heart into it."

*Amy Lester, EA to Amelia Sordell and Founder of Typing and Tasks Virtual Assistants*

"Amelia holds a unique view on having built both her own brand to a huge audience and being a practitioner for others. She does what is so often lacking in business by telling it how it is and I've no doubt her words and advice can help countless others on their journey."

*Ash Jones, Personal Brand Strategist and Founder of Great Influence*

"Since the day I met Amelia, before her epic rise as a business leader and personal branding expert, she has always been 100% authentically herself. Amelia is the same person online and offline, and if you're looking to build your personal brand the right way, look no further than *The Personal Branding Playbook*."

*Daniel Murray, Founder of Authority & The Marketing Millennials*

“Amelia’s fearless spirit and audacious approach to life have been a constant source of inspiration, empowering me to embrace bravery and boldness in everything I do, from personal branding and business ventures to the quiet moments of my personal life.”

*Sophie Miller, Founder and Director of Pretty Little Marketer*

“Amelia is the rare marketer who is both style and substance. She and her company have been at the forefront of the personal branding movement and she has a deep understanding of both the optics and tactics that lead to success. Her confidence rubs off on everyone she interacts with and this book can be a game-changer for those wanting to start or build on their personal brand.”

*Oz Rashid, Chief Executive Officer, MSH Talent & Technology Solutions*

“I have been working with Amelia for nearly a year now and have increased my following by nearly 100% during that time across all channels. However, as she says, following is vanity – it’s about the engagement. I now have an ever-growing engaged audience which has really helped me propel my own brand and that of my business. Very happy with all of the work Klout and Amelia have done!”

*Chris Ball, Managing Partner, Hoxton Capital Management*