**Creating a Personal Brand With Social Media Stories**

For the most part, internet marketing involves creating a brand and then selling products through that brand.

But while this might sound dull, keep in mind that the brand does not have to be a bland corporate one. You don’t need to have a fancy logo or to have some meaningless and hip name. Another option is to make *yourself* the brand. This is what’s called ‘personal branding’ and it’s a fantastic strategy for anyone that’s looking to promote a product online and that doesn’t mind putting themselves out there.

Thanks to tools like Social Media Stories, this is easier than ever before.

**What is Personal Branding?**

Personal branding means that you’re turning yourself into the figurehead of your business in a very public manner. This can mean either that you *are* the business and you trade under your own name (it saves you money on trademarks at least!) or it could just mean that you’re featured front and center on your website and social media.

A good example of this would be the Smart Passive Income Blog where anyone who reads the blog regularly will recognize Pat Flynn. Likewise, you have the Four Hour Blog where Tim Ferriss is front and center. These are examples of personal brands that have worked very well.

Of course, in the case of an influencer, the brand *is* the business. And the person is inseparable from that.

More traditional businesses should learn that *they too* can do something similar however.

**Social Media Stories**

Social Media Stories are short form posts that users can post to Facebook, Instagram, Snapchat, and some other accounts, and then disappear after just 24 hours. The idea of this is that it creates an immediate and urgent form of communication, and a much more real-time back-and-forth between the creator and their fans.

This is PERFECT for building a personal brand, as it allows you to effectively ‘invite’ your followers and fans into your routine, thereby giving them a chance to know the real person behind the products or services they’re hiring. This can drastically increase trust and drive many more sales.

**Advantages**

One advantage of a personal brand is that it can make you famous. Sure, some people will see this more as a *disadvantage* but if you’re the sort of person who likes the limelight it may well appeal.

Another advantage is that it gives your brand personality. This means that when you interact with someone on Twitter or Facebook, they’ll feel like they’re talking to an actual human being rather than just being the recipient of market speak. That in turn means they’re more likely to trust you to deliver your product.

It’s definitely worth considering including yourself a little more in your marketing and if you’re interested, pay close attention to the web’s big names to see how they’re making it work for them!

Failing that, find ways to give your business a human touch by using Stories to show the team hard at work, or perhaps enjoying themselves after a busy week with some drinks.