



THE EASIEST &
FASTEST WAY TO
**BUILD YOUR
PERSONAL BRAND**

PRAYASH PAL



CREATE HATERS

BY

POLARIZING

YOUR MESSEGE

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STEP-1

HOW TO POLARIZE YOUR BRAND?

1. NOTE WHAT YOU
BELIEVE IN

EG: IN MY CASE, I BELIEVEING IN WALKING THE TALK,
AND CREATING A MASSIVE TRANSFORMATION

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STEP-2

HOW TO POLARIZE YOUR BRAND?

2. FIND YOUR ENEMY

EG: IN MY CASE, COACHES, WHO JUST WANT TO MAKE MONEY WITHOUT WALKING THE TALK, WILL HATE ME.

STEP-3

HOW TO POLARIZE YOUR BRAND?

3. THROW STONES AT YOUR ENEMY

I CHANGE MY MESSAGE SUCH A WAY THAT PEOPLE WHO LOVE ME, WILL SEE MY ENEMY AS THEIR ENEMY, BUT FOR THAT YOU NEED TO ADD VALUE TO YOUR AUDIENCE



STEP-4

HOW TO POLARIZE YOUR BRAND?

4. LEAD YOUR AUDIENCE

EG: I WILL BE ADDING TIPS AND STRATEGIES FOR COACHES
TO MAKE THEIR PERSONAL BRAND AND AUTHORITY

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CAUTION

DON'T COPY ANYONE

**BUILDING A PERSONAL
BRAND IS JUST ABOUT
BEING AUTHENTIC**

AND SHOWING THE REAL YOU

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**WHAT'S YOUR
TAKEAWAY FROM
THIS?**



**LET ME
KNOW**

PRAYASH PAL

