

PERSONAL BRAND MENTORSHIP

The clarity your personal brand has been waiting for.

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Here is the uncomfortable truth about most personal brands:

The person behind the brand is often more credible, capable, and interesting than their online presence suggests. The problem is clarity.

Without clear positioning, even the best content gets ignored. Without a defined audience, even consistent effort produces inconsistent results. Without a strategic foundation, every content decision feels like a guess.

This mentorship exists to close that gap– permanently.

WHAT IS THE PERSONAL BRAND MENTORSHIP

A bespoke engagement that combines deep strategic research, a premium positioning report, and three one-to-one mentorship sessions, giving you not just the strategy, but the support to implement it correctly.

What it is NOT

- A generic brand audit
- A template filled in with your name
- Social media management
- Motivational coaching
- A course or group programme

What it IS

- A completely bespoke strategy
- Built around your specific story and expertise
- Grounded in real competitive research
- Delivered as a premium report you keep forever
- Supported by three live mentorship sessions

WHAT YOU RECEIVE

The Personal Brand Mentorship includes two core components:

COMPONENT 1: THE PERSONAL BRAND POSITIONING REPORT

A premium, designed strategy document covering every dimension of your personal brand.

#	What is covered	What it gives you
01	Brand Diagnosis	An honest audit of where your brand stands today & what is working, what is not, and what the gap between your current presence and your potential actually is
02	Competitive Intelligence	A thorough analysis of who is in your space, what they own, and the specific white space that only you can occupy
03	Brand Identity & Positioning	Positioning statement, brand archetype, origin narrative, intellectual territory, and the one lane in the market that no one else can take from you
04	Brand Architecture	How all your assets relate to each other and which one leads
05	Visual Identity Direction	Colour palette, typography system, and content design approach that makes every piece of content instantly recognisable as you
06	Audience Definition	Three detailed audience personas- who they are, how they feel, what they need, and why they would choose you over anyone else
07	Content Strategy	Your platform approach, content pillars, posting framework, social bios, and the content formats proven to perform in your niche
08	Brand Voice Guide	Your language system- what to say, what to never say, and the specific phrases that are distinctly and unmistakably yours
09	Core Doctrine	Your named beliefs, contrarian positions, and the philosophical foundation that separates a thought leader from a content creator
10	Service Architecture	A clear, structured hierarchy of your offers, so every visitor to your profile knows exactly what to do next
11	Content Samples	15 ready-to-use content ideas across your key pillars

COMPONENT 2 — THREE 1:1 MENTORSHIP SESSIONS

A strategy without implementation support is just a document. These three sessions ensure you are not left alone with a report and no direction.

1

SESSION 1 — Report Review

Walk through every section of the report together. Align on priorities. Answer every question. Leave with a clear implementation plan.

2

SESSION 2 — 30- Day Check

Review what has been implemented. Identify what is working and what needs adjustment. Course-correct before habits form.

3

SESSION 3 — 60- Day Strategy

Assess early results. Refine the strategy based on what the audience is actually responding to. Plan the next 60 days.

WHO THIS IS FOR

Professionals

Doctors, lawyers, consultants, executives — who have deep expertise but have never translated it into a personal brand that works for them.

Creators

Content creators, podcasters, authors — who are showing up consistently but not growing, because the positioning was never clear.

Founders

Entrepreneurs and startup founders — who want to build their personal brand alongside their business, knowing it will open doors their company brand never will.

What changes after this mentorship:

You know exactly who you are in your market and why no one else can say the same thing.

You have a content system that works, not because you post more, but because every post is saying the right thing to the right person.

You have a voice that is distinctly yours and the language to express it consistently across every platform.

You have a strategy that is built to last— not a trend you will need to abandon in six months.

Most people spend two to three years figuring out by trial and error what this mentorship gives them in 30 days.

THE NEXT STEP

Book a Discovery Call

Before we begin, we spend 30 minutes together — to understand where your brand is, where you want it to go, and whether this mentorship is the right fit for where you are right now.

This is a paid call — intentionally. It ensures the conversation is focused, the time is respected, and both of us come prepared.

If we move forward with the mentorship, the call fee is adjusted against the total investment.

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