

IMPACT7

The Personal Brand Builder

Turn your identity into a clear message, consistent presence, meaningful conversations, and clients.

A practical guide by Manny Rodriguez

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Use this workbook to build a personal brand people understand, remember, trust, and know how to buy from.

Includes the IMPACT7 framework, exercises, examples, templates, and a 7-day implementation plan.

How to Use This Guide

You do not need a perfect logo, a huge audience, or a complicated content system to build a personal brand. You need clarity and a rhythm you can repeat.

IMPACT7 gives you seven connected decisions:

- Identity: Who are you and what do you stand for?
- Message: What should people remember about you?
- Presence: Where and how will you consistently show up?
- Attraction: What stories and ideas make the right people lean in?
- Connection: How will attention become real conversation?
- Conversion: How will you invite people to work with you?
- Growth: What rhythm will help the brand compound over time?

The outcome

By the end, you will have the foundation of a personal brand plan: a positioning statement, message pillars, content rhythm, story bank, conversation plan, offer invitation, and growth metric.

Manny's perspective

People did not connect with a company name first. They connected with a real person showing up with energy, honesty, experience, and a desire to help. Your personal brand is not about pretending to be impressive. It is about becoming easy to understand and easy to trust.

1. Identity Theory

Your identity is the foundation of your brand. It answers: Why should people believe you are the right person to help them?

Identity is not your job title. It is your experience, values, personality, point of view, and the transformation you help create.

Use this formula

I help [specific people] achieve [specific result] through [your unique approach].

Manny's note

You do not need to sound like everyone else. Your personality is not a distraction from the strategy. It is part of the strategy.

Work it out

Who do I understand because I have lived, learned, or worked through something similar?

What do I believe that shapes how I help people?

What result do I want to be known for?

Example

I help service businesses turn attention into qualified leads through clear content and simple AI-powered follow-up.

2. Message Theory

Your message is the idea people repeat when they describe you to someone else.

A clear message is more useful than a long explanation. Build three message pillars: what you solve, how you think, and what you want people to do next.

Use this formula

My brand helps [audience] move from [problem] to [desired result] without [common frustration].

Manny's note

You do not need to sound like everyone else. Your personality is not a distraction from the strategy. It is part of the strategy.

Work it out

What problem keeps showing up for my audience?

What do I want people to remember after one conversation with me?

What three topics can I talk about for the next year?

Example

Example pillars: visible marketing, AI-powered systems, and practical lead conversion.

3. Presence Theory

Presence is how people experience your brand over time. Consistency beats occasional bursts of perfection.

Choose one primary platform and one repeatable format before adding more. Presence should fit your actual life, energy, and schedule.

Use this formula

My weekly presence rhythm: [format] on [days] for [audience] with the goal of [result].

Manny's note

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Work it out

Where does my audience already pay attention?

What content format can I create even on a busy week?

What will I do daily, weekly, and monthly?

Example

Three short videos, two helpful posts, one live conversation, and daily comment engagement.

4. Attraction Theory

Attraction is what makes the right people stop, recognize themselves, and want to know more.

Attraction comes from useful ideas, honest stories, strong opinions, and proof that you understand the problem.

Use this formula

Use this story structure: Before -> Tension -> Turning point -> Lesson -> Invitation.

Manny's note

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Work it out

What have I learned the hard way that could help someone else?

What customer question could become a useful story?

What opinion do I hold that would help the right person see the problem differently?

Example

Your business may not have a visibility problem. It may have a follow-up problem.

5. Connection Theory

Connection turns attention into relationships. The goal is not to chase every person who likes your content. It is to create genuine next conversations.

Respond with curiosity. Ask better questions. Notice what people care about. Move from public comments to private conversation only when it makes sense.

Use this formula

Comment -> Question -> Conversation -> Discovery -> Next step

Manny's note

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Work it out

What question can I ask instead of immediately pitching?

How will I follow up with people who show real interest?

What helpful resource can I send before making an offer?

Example

That is a common challenge. What happens after someone fills out your form?

6. Conversion Theory

Conversion is where your personal brand becomes a business. Selling feels better when the invitation matches the conversation.

Do not make every post a pitch. But do not hide your offer either. People need to know how you help, who it is for, and what to do next.

Use this formula

If you want help with [problem], I can help you [result] through [offer].

Manny's note

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Work it out

What specific problem does my offer solve?

Who is a good fit and who is not?

What is the easiest next step: comment, DM, assessment, or booking?

Example

If you want help turning your content into a simple lead-generation system, message me IMPACT7.

7. Growth Theory

Growth is not about doing more forever. It is about building a rhythm you can sustain, measure, and improve.

Track the actions that create opportunity: meaningful conversations, qualified inquiries, booked calls, proposals, sales, and referrals. Likes can be useful, but they are not the business.

Use this formula

Each month I will improve one part of my system: clarity, consistency, conversations, conversion, or follow-up.

Manny's note

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Work it out

What one activity creates the most real opportunity for me?

What should I stop doing because it looks productive but is not?

What single metric will I review every week?

Example

Track qualified conversations started, not total views.

The IMPACT7 Content Engine

Use this simple weekly system to turn the framework into visible content and real conversations.

Day	Focus	Example
Monday	Identity	What I believe and why I do this work.
Tuesday	Message	One problem explained simply.
Wednesday	Presence	Behind the scenes or a quick teaching video.
Thursday	Attraction	A story, lesson, or strong opinion.
Friday	Connection	Answer comments and start conversations.
Saturday	Conversion	Invite the right people to take the next step.
Sunday	Growth	Review what created attention and opportunity.

Your weekly commitment

My primary platform is:

My repeatable content format is:

My weekly invitation will be:

The metric I will review is:

Your 7-Day IMPACT7 Launch Plan

Do not wait until the entire brand is perfect. Use this plan to put the framework into motion.

- Day 1: Write your identity statement.
- Day 2: Choose your message and three pillars.
- Day 3: Select one platform and one repeatable format.
- Day 4: Write three stories using Before -> Tension -> Turning point -> Lesson.
- Day 5: Publish one useful idea and respond to every meaningful comment.
- Day 6: Make one clear invitation to your offer or next step.
- Day 7: Review conversations, inquiries, and lessons. Improve one thing.

The rule

Clarity first. Consistency second. Conversations third. Conversion follows when the right people understand what you do and trust you to help.

Your IMPACT7 Brand Plan

Complete your plan

I help:

The problem I solve:

The result I help create:

My one-sentence message:

My three message pillars:

My weekly content rhythm:

My offer and next-step CTA:

My weekly growth metric:

Next Step

A framework can give you direction. Implementation is where the results come from.

If you want help turning your IMPACT7 plan into a visible content system that attracts, captures, qualifies, and converts leads, 7 Theory Marketing can help.

Work with Manny

Book an IMPACT7 Clarity Audit or ask about monthly coaching. We will identify what is unclear, what is missing, and what needs to happen next so your marketing creates real opportunity.

Suggested CTA for this ebook

Ready to turn your personal brand into a client-generating system? Visit **7theory.marketing** or message Manny IMPACT7.

Manny Rodriguez

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Social Media Marketing Coach

We build AI-powered marketing systems that generate, capture, qualify, and convert leads.

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