
A FREE PLAYBOOK BY OWEN DITZEL

The Personal Brand Playbook.

Six steps to clarify your niche, sharpen your voice,
and build a brand people actually remember.

THE 3RD PATH



WELCOME

Start here.

A personal brand isn't a logo, a color palette, or a clever bio. It's the clearest, most repeatable version of what you do, who you do it for, and why anyone should care. This playbook walks you through the six moves I use with every client to turn scattered ideas into a brand that actually converts.

Work through it in order. Answer every prompt in writing — vague answers produce vague brands. When you're done, book a free strategy call and we'll pressure-test it together.

“Clarity beats clever. Every time.”

FOUNDATION

01. Clarify Your Niche

Who you help

- What industry or audience are you serving?
- Be specific: early-stage founders, fitness coaches, agency owners, D1 athletes.

What problem you solve

- What painful, time-sensitive issue do you help solve?
- Frame it: *I help [who] solve [what] so they can [result].*

The result you deliver

- Revenue, time, freedom, simplicity, reputation — pick one.
- What is the 'dream outcome' for your ideal client?

TONE & VIBE

02. Build Your Brand Voice

Pick your tone

- Direct & tactical · Inspirational · Calm authority · Raw & real.
- Choose 1–2 core tones that feel natural and aligned with your values.

Define your vibe

- Are you the mentor, motivator, operator, or creative?
- How do you want people to feel when they see your content?

Core values

- Write down 3 values you'll defend publicly.
- Example: Discipline. Simplicity. Integrity.

NARRATIVE

03. Nail Your Story

Your before → after

- Where were you 6–12 months ago?
- What problems were you facing?
- What skills or mindset shifts helped you break through?

The credibility layer

- What have you done that proves you can help others?
- Results, case studies, transformations — receipts.

Why now?

- Why are you building this brand at this moment?
- What is the deeper mission behind the content?

THE ONE-LINER

04. Positioning Statement

Fill in the template until it sounds inevitable.

“I help [who] get [result] by [your process] — without [thing they want to avoid].”

Example

“I help agency owners generate inbound leads and build scalable operations by creating high-converting content and backend systems — without burning out on client delivery.”

Rewrite it five times. The fifth is usually the one.

AESTHETIC

05. Visual Identity

Style direction

- Pick 3–5 references or creators you align with visually.
- Lock: colour palette, editing style, typography, grid layout.

Content pillars

- Story-driven posts
- Tactical breakdowns
- Day-in-the-life
- Client wins & proof
- Behind-the-scenes

Visual consistency

- Create 2–3 non-negotiable rules.
- Same caption font. Same reels format. Branded thumbnails.

SHIP IT

06. Authority Assets Checklist

Before you post again, make sure you have:

- Strong bio with outcome + niche
- Clear CTA in link-in-bio
- Story highlights that build trust (proof, value, results, about)
- Pinned posts that reflect your niche and authority
- 3+ client results or transformations
- 1 story-based post about your journey

NEXT STEP

Let's pressure-test your brand — together.

Book a free 30-minute strategy call. Bring your answers from this playbook and we'll turn them into a brand direction you can execute on this week.

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