

5.13: Building Your Personal Brand

There are numerous examples of successful personal brands. For good examples, read this [article from the Webflow blog, which lists 18 of the best personal brand examples in 2024](#). Using what you learned in this chapter about marketing to target markets and using the inspiration and knowledge gained from this article, write the opening page of your website. Keep in mind the things shared in the article on what made the personal brands stand out. Know your target market so you can craft a message that will appeal to them.

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