COMIC CON AFRICA 2026

BEYOND FOLLOWERS

BUILD THE BRAND, NOT JUST THE ACCOUNT

Personal brands. Media brands. Multiplatforms. Real careers.

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CHRIS JORDAN MEDIA

WHAT WE'LL COVER

01	Clarity First	Define what you do, who you serve, why you're different
02	Personal vs Media Brand	Understand the difference and when to evolve
03	Positioning	Become the clear choice for a specific audience
04	Content That Builds Equity	Multiplatform thinking + high-leverage formats
05	Systems & Consistency	Pillars, cadence, and reputation loops
06	Traps & Evolution	What to avoid and how brands grow over time

1. CLARITY FIRST

Before you post anything, answer these three questions:

What do you do?

Concrete skill or outcome — not a vague title

Who do you serve?

Specific audience, not ‘everyone’

Why are you different?

Point of view, method, or lived experience

THE 3-SECOND PROFILE TEST

1. Would I know what you do? 2. Would I know what you stand for? 3. Would I follow you?

2. PERSONAL BRAND vs MEDIA BRAND

PERSONAL BRAND

IT'S YOU

- Your personality
- Your values
- Your interests
- Your unique skills
- Your reputation

Example: A creator, a voice, a point of view.

MEDIA BRAND

IT'S BIGGER THAN YOU

- A team
- A platform
- A purpose
- A community
- A consistent message

Example: Tuks FM, Chris Jordan Media, a podcast, a channel, a network.

3. POSITIONING — BECOME THE CLEAR CHOICE

Visibility without positioning creates noise.

Sharp Point of View	What you believe that others don’t (or won’t say)
Specific Niche + Method	Who you serve + how you uniquely help them
Lived Experience	Stories and proof only you can bring
Clear Promise	I help X do Y so they can Z

4. CONTENT THAT BUILDS BRAND EQUITY

One idea → Five platforms = More impact without more effort

TikTok / Reels	Instagram	YouTube	Podcast	LinkedIn
45s Hook + Question	Carousel – frameworks	Deep dive / story	Conversation / nuance	Professional take

High-leverage content types

Point-of-view	Proof of work	Audience-centric	Signature stories
What you believe others won't say	Process & results, not just claims	Solves their real problems	Reinforce your positioning

5. SYSTEMS THAT SCALE

Profile	Clear headline + bio + pinned proof	First impression decides if they stay
Content Pillars	3–5 recurring themes	Prevents randomness & burnout
Cadence	Sustainable + slightly uncomfortable	Builds the ‘always there’ perception
Feedback Loop	Review what actually resonates	Evolves the brand based on reality
Cross-promotion	One idea → multiple platforms	Multiplies impact, not effort
Offline → Online	Speaking, events, collaborations	Adds credibility algorithms can’t fake

6. COMMON TRAPS TO AVOID

Trend-chasing

Losing your voice by chasing every viral format

Algorithm-only focus

Short-term spikes that dilute long-term brand equity

Over-polishing

Becoming so perfect you become forgettable

Waiting for ready

Delaying until everything feels perfect

Activity ≠ Progress

Posting a lot without building recognition or trust

Vague positioning

Sounding like everyone else in your space

EVOLUTION: FROM PERSONAL TO MEDIA BRAND

Strong personal brands often expand while keeping the original voice as the foundation.

Stage 1

Personal Brand

- You are the product
- Voice & values front-and-centre
- Direct relationship with audience

Stage 2

Hybrid

- You + collaborators
- Signature formats emerge
- Early systems & team

Stage 3

Media Brand

- Bigger than one person
- Multiple creators / products
- Consistent message & community

THE REAL CHALLENGE

DON’T BUILD AN ACCOUNT.
BUILD A REPUTATION.
BUILD A COMMUNITY.
BUILD SOMETHING PEOPLE WILL LOOK FOR.

- ✗ You don’t need 100k followers
- ✗ You don’t need permission
- ✗ You don’t need to wait

- ✓ You need an idea
- ✓ You need a point of view
- ✓ You need skills + discipline

60-SECOND BRAND CHALLENGE

60s

I AM:

I CREATE:

I HELP:

I BELIEVE:

I AM DIFFERENT BECAUSE:

FIND ME:

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THANK YOU

QUESTIONS?

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