

How to Make Personal Brand Entities

This guide was created to guide you through the process of creating the various Personal Brand Entities. These entities help Google identify who we are, eventually leading to a Knowledge Panel. It also helps with general SEO, since we are creating profiles on various platforms, linking our online identity.

Information that you will need:

-Desired usernames, email address, and passwords.

Tools that you will need:

1. Google Sheets for [Template of Personal Brand Entities](#)
2. Lastpass (optional)
3. Internet browser

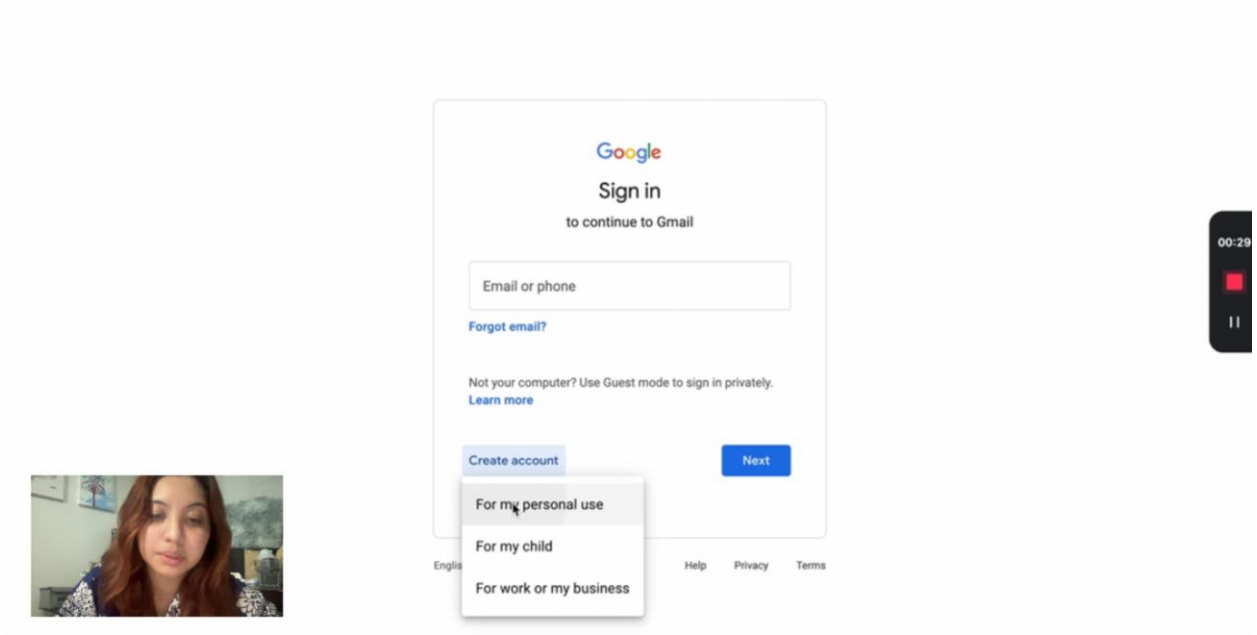
Make a copy of [this template](#) and rename it with the client's name or brand. You will keep track of usernames and passwords here.

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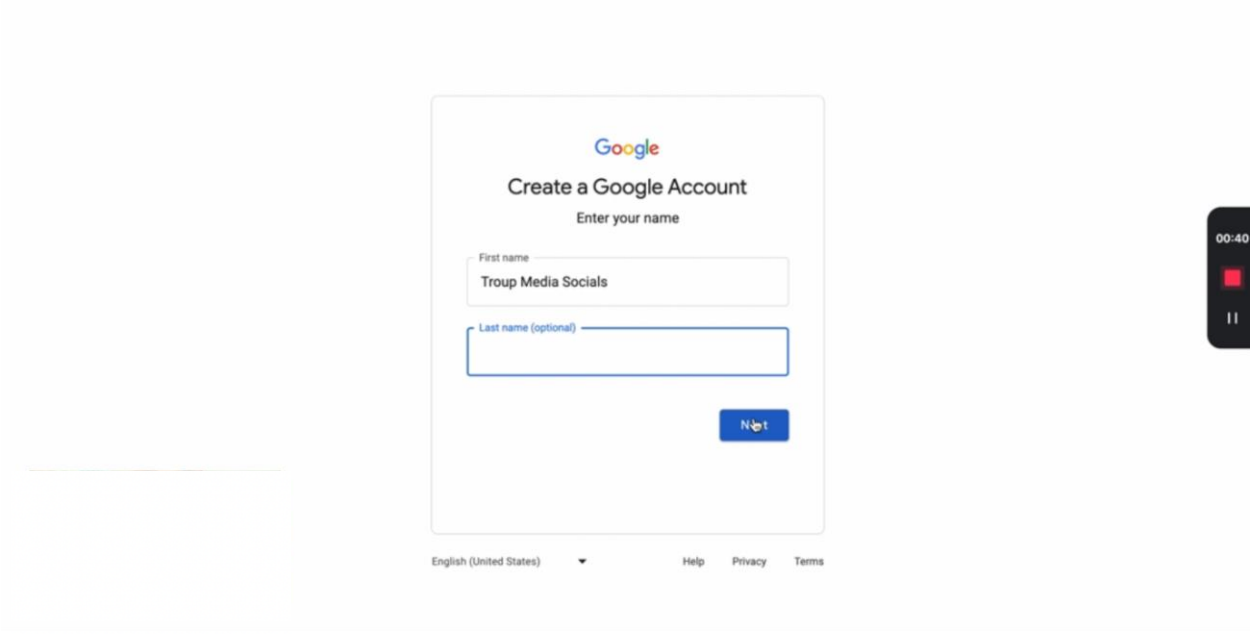
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Gmail

1. Go to gmail.com and click "Create Account" and select "For my Personal Use."



2 name of your Client. If it's a brand, you can leave the last name



ation (birthday and gender) about the client or brand.



Google
Basic information
Enter your birthday and gender

Month Day Year

Gender

[Why we ask for birthday and gender](#)

Next

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4. Pick a Gmail address or create your own.



Google
Choose your Gmail address
Pick a Gmail address or create your own

troupm mediasocials@gmail.com

troupm mediasocials912@gmail.com

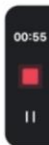
Create your own Gmail address

Create a Gmail address @gmail.com

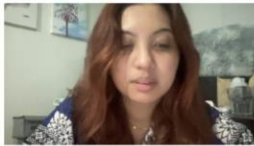
You can use letters, numbers & periods

Next

English (United States) Help Privacy Terms



5. Create a strong password with a mix of uppercase and lowercase letters, numbers, and symbols. Retype the password and click "Next."



Google

Create a strong password

Create a strong password with a mix of letters, numbers and symbols

Password
.....

Confirm
.....

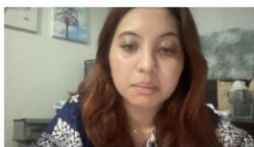
Show password

Next

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6. Add recovery email. This address is where Google can contact you if there's unusual activity in your account or if you get locked out of. Click "Next" once done.



Google

Add recovery email

The address where Google can contact you if there's unusual activity in your account or if you get locked out.

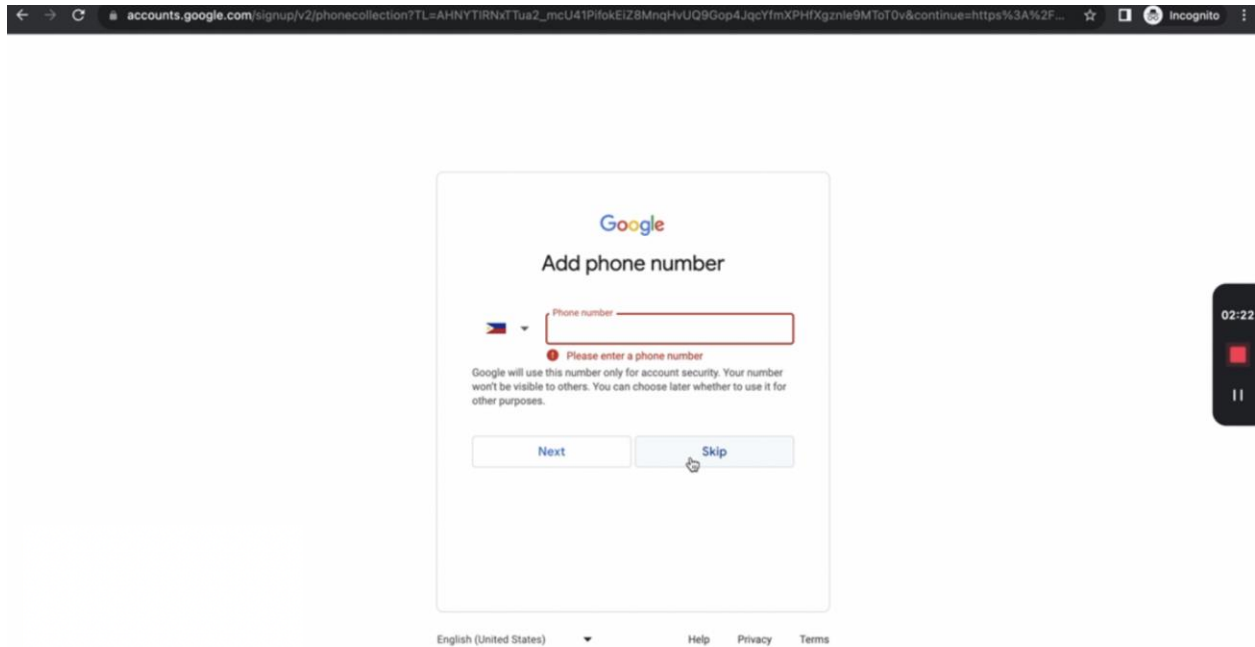
Recovery email address
lexi@troumedia.com

Next Skip

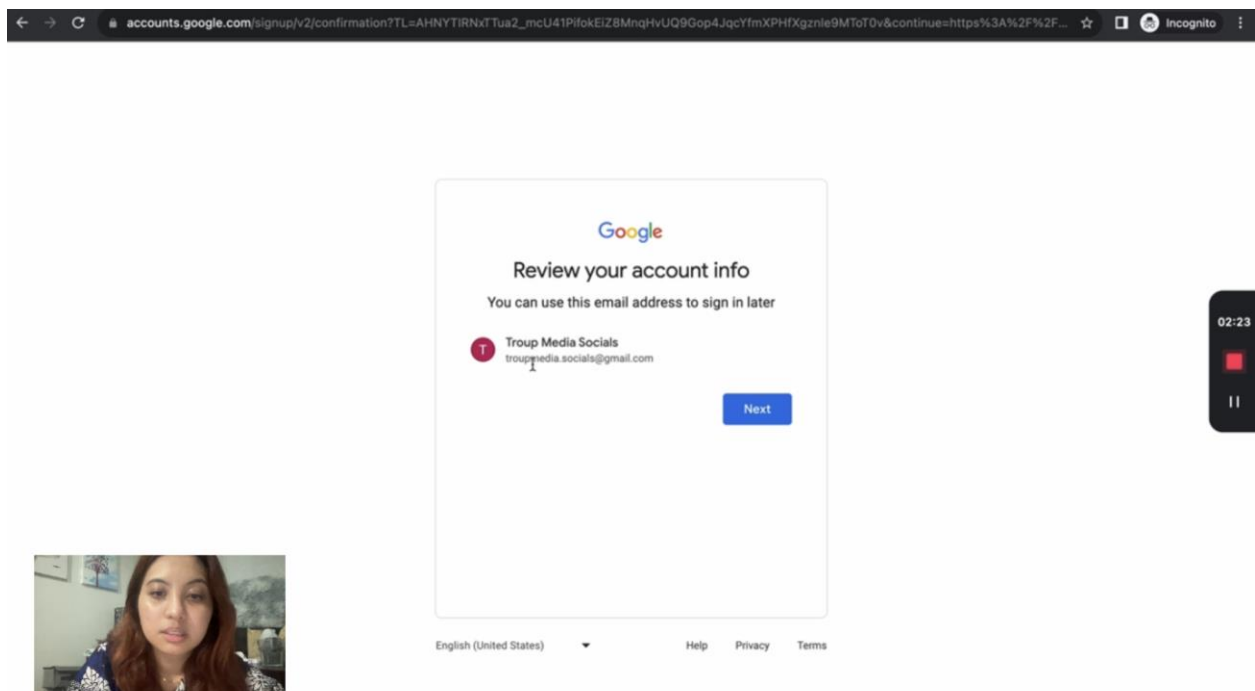
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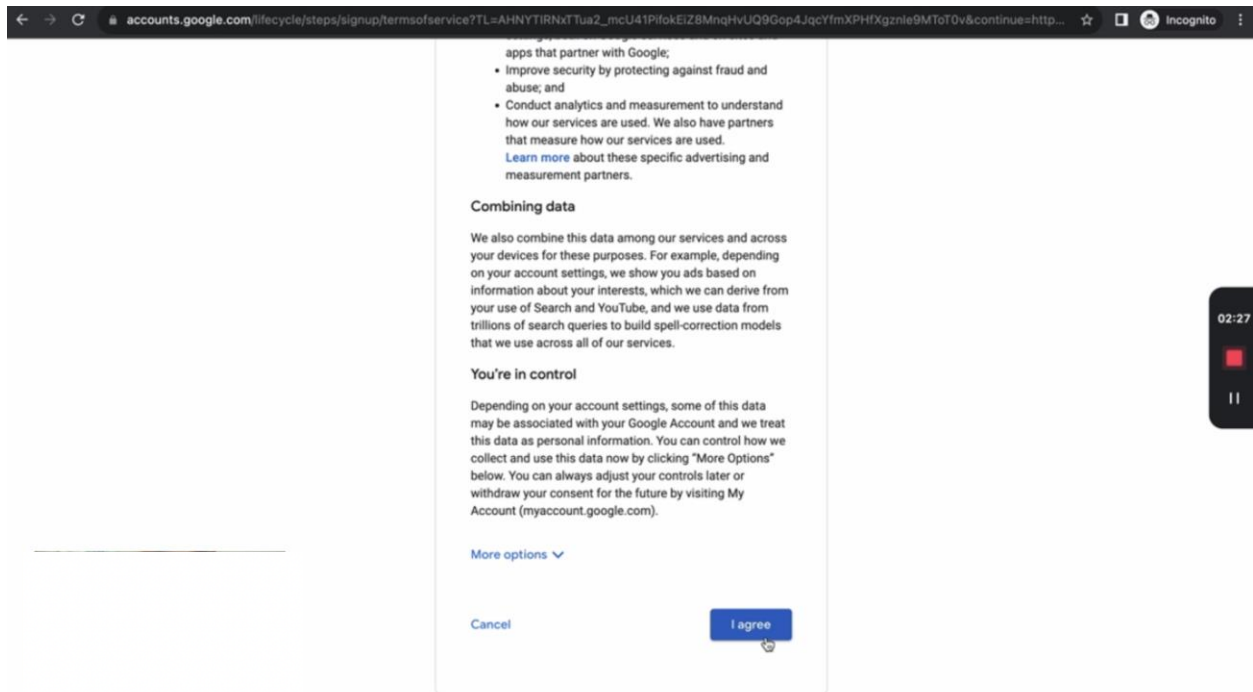
7. Add phone number. Select your country code and enter the rest of the phone number. Google will use this number only for account security. This is optional but highly recommended. I opted to skip and add a phone number later on.



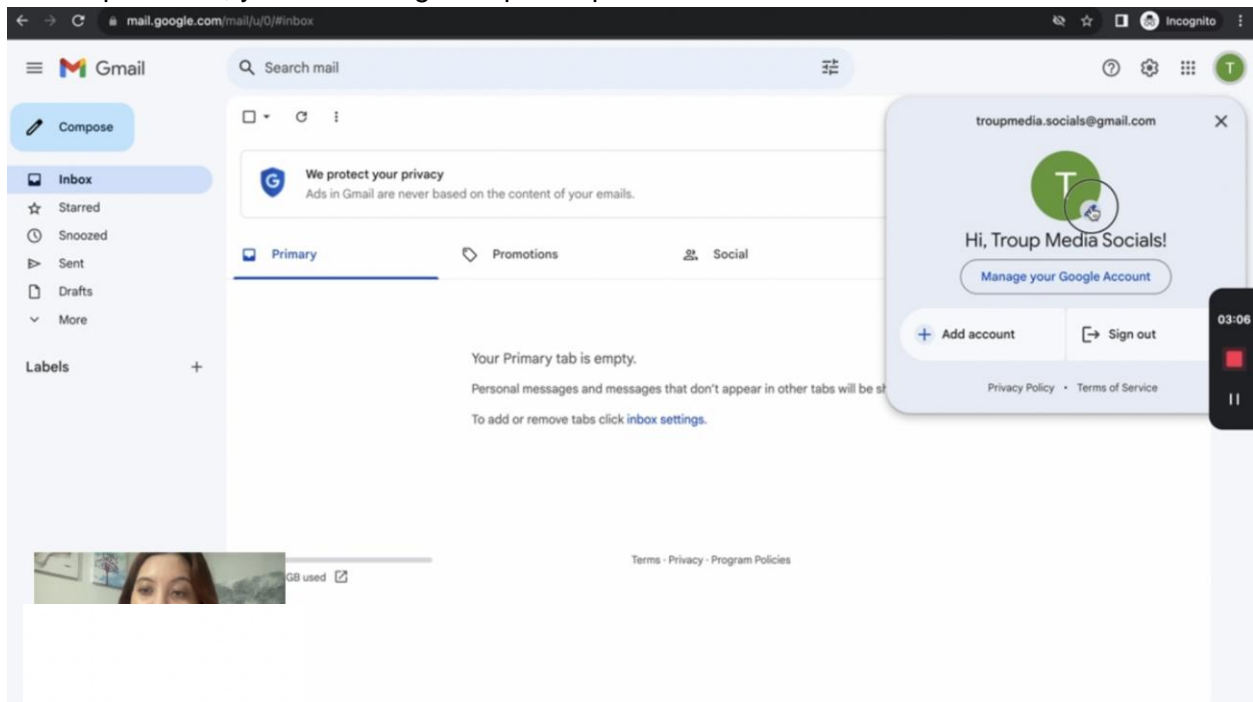
8. Review your account information. This is where you can confirm your email address. Click "Next" once verified.



9. Scan through the privacy and terms of service and click “I agree.”

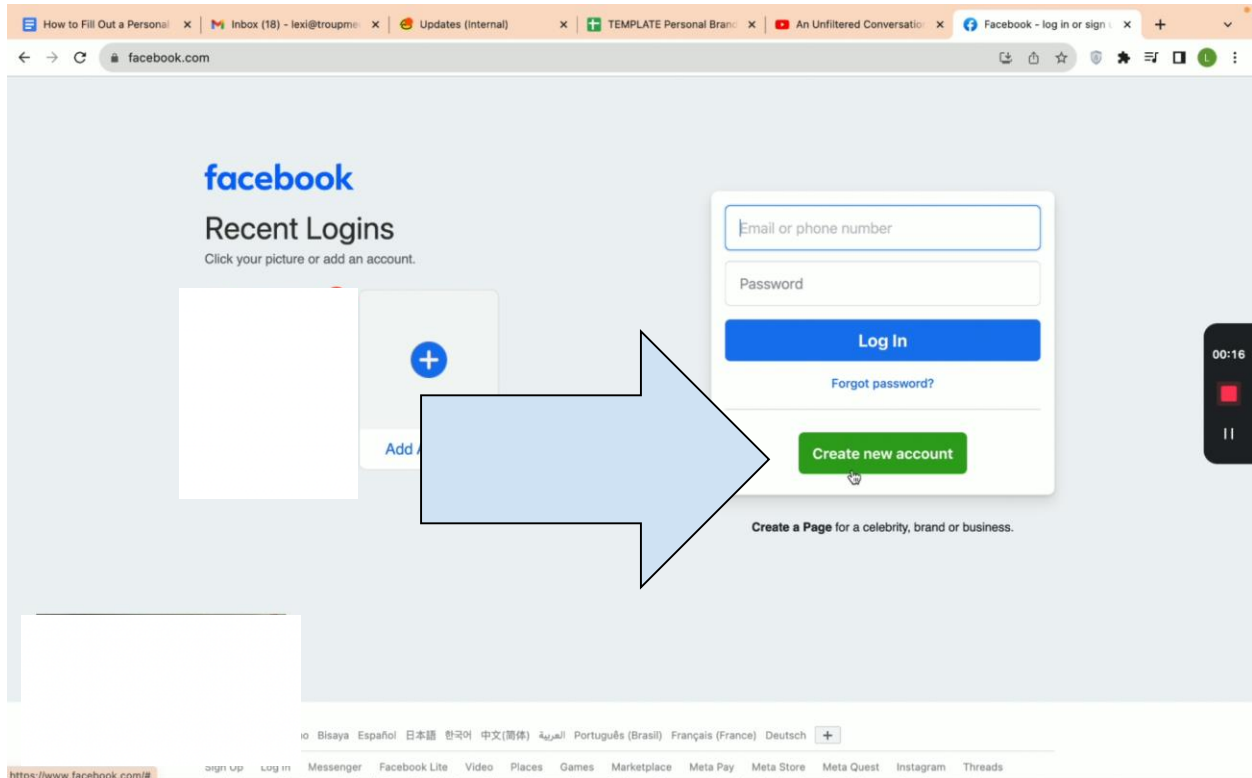


10. Now that you have a gmail account that you can use for the other social media platforms, you can change the profile photo of the account.

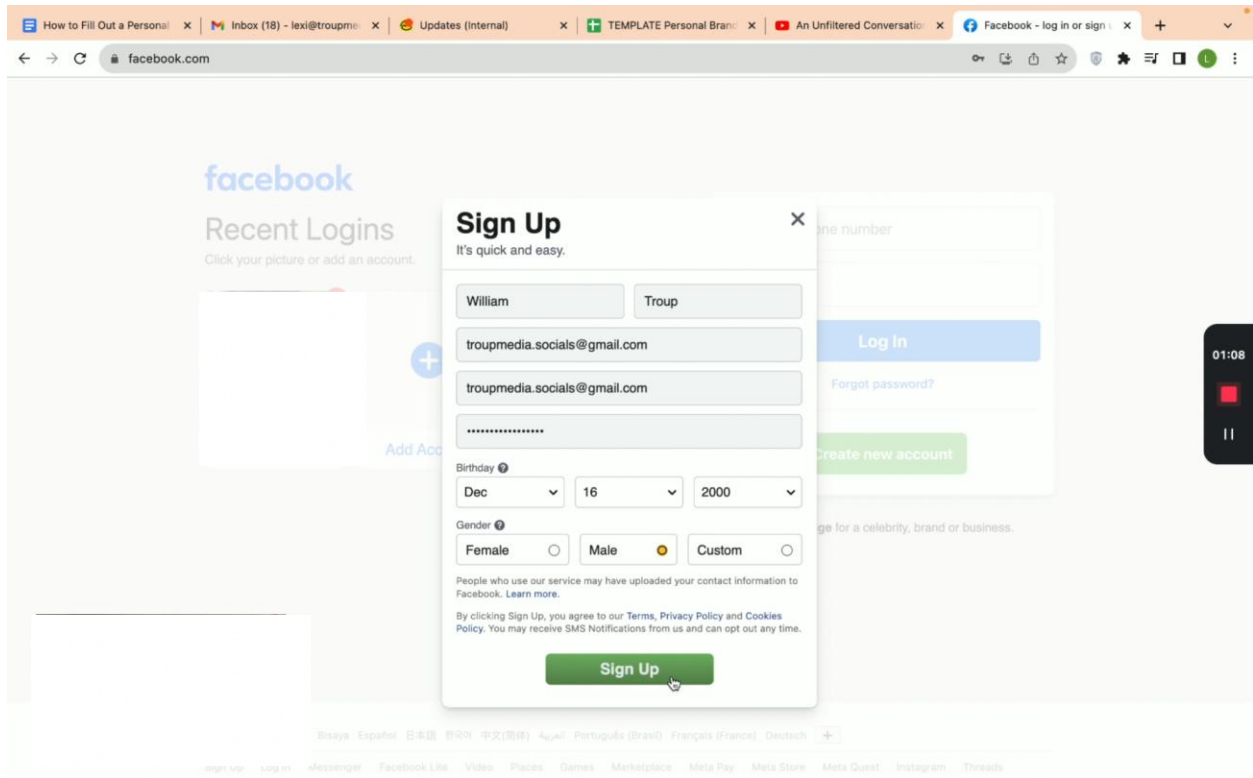


Facebook Profile

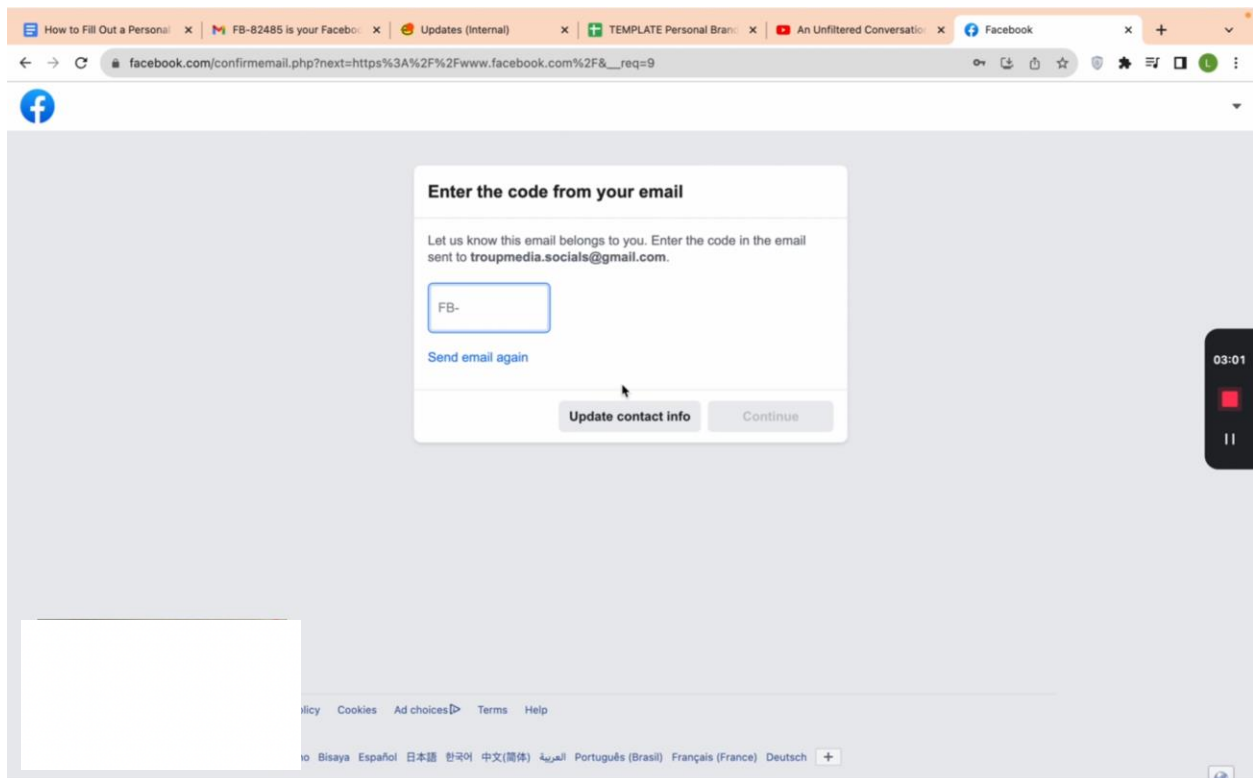
1. Go to facebook.com and navigate towards the bottom of the Log-in area box and click “Create New Account”



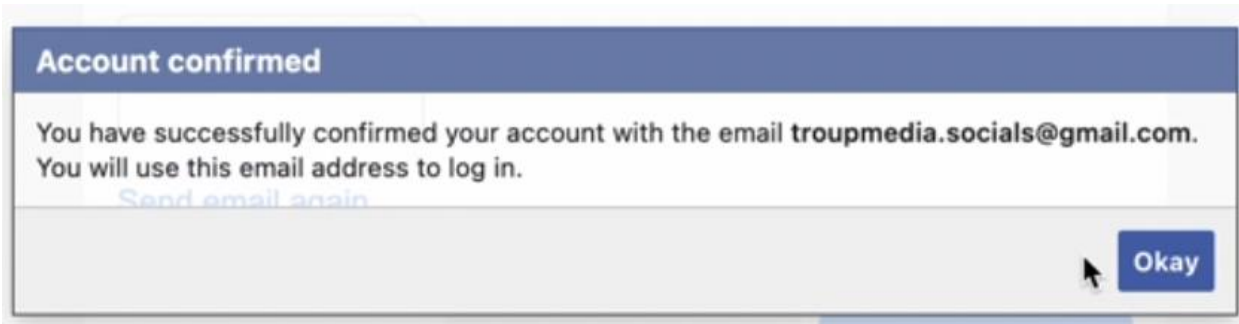
2. Fill-out the necessary fields. Click “Signup” once done.
 - First name
 - Last name
 - Email Address
 - Password
 - Birthday (Month/Date/Year)
 - Gender



3. Enter the code from the email address and click “Continue” after.

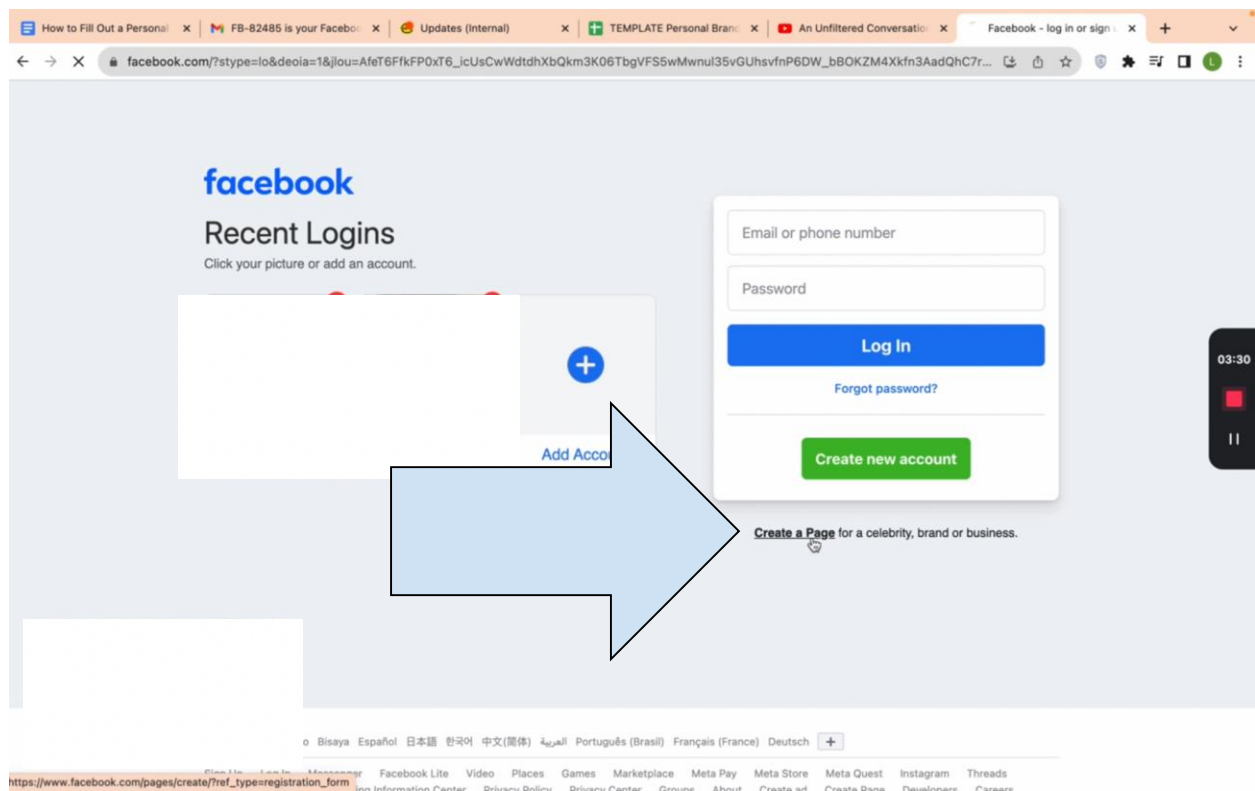


4. A pop-up window will appear confirming successful sign-up. Click “Okay.”

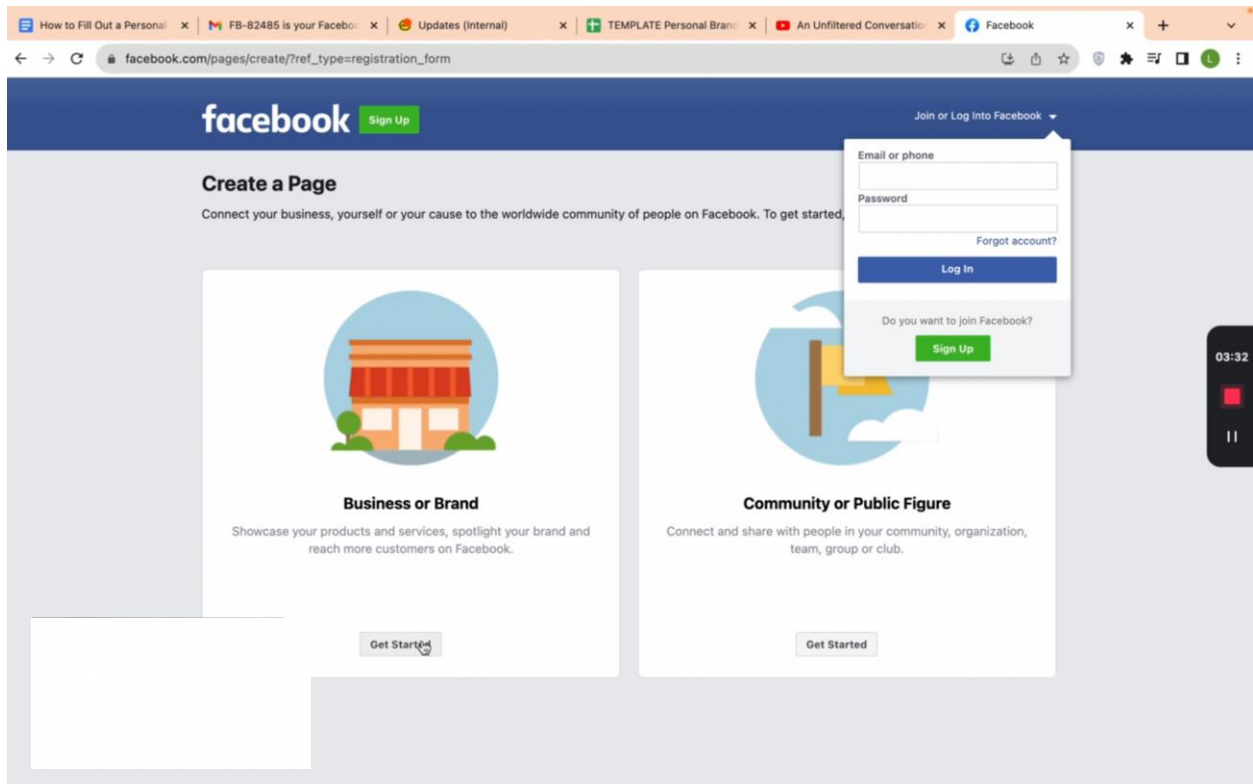


Facebook Page

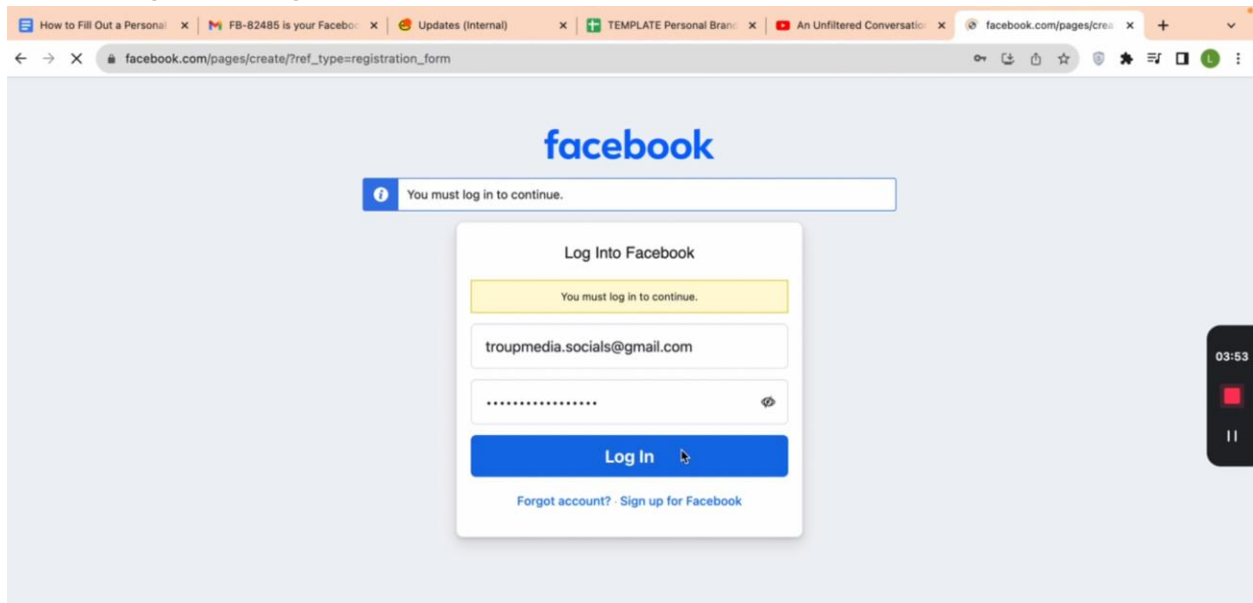
1. Go to facebook.com and click “Create a Page” under the “Create new account” button.



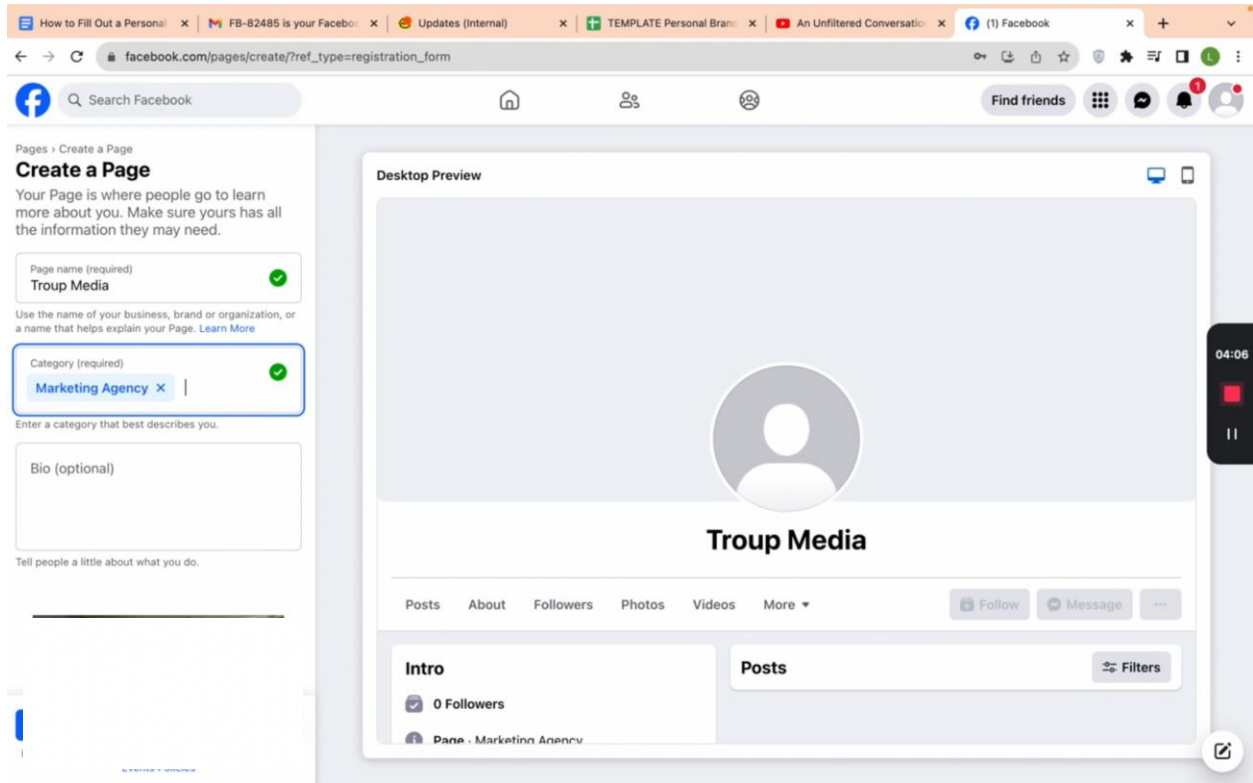
2. Click “Get Started” on the Business and Brand side.



3. Log-in using the Facebook Profile made.



4. Input the Page name and select the right category for the brand and click “Save Changes.”



5. Finish Setting up the page.

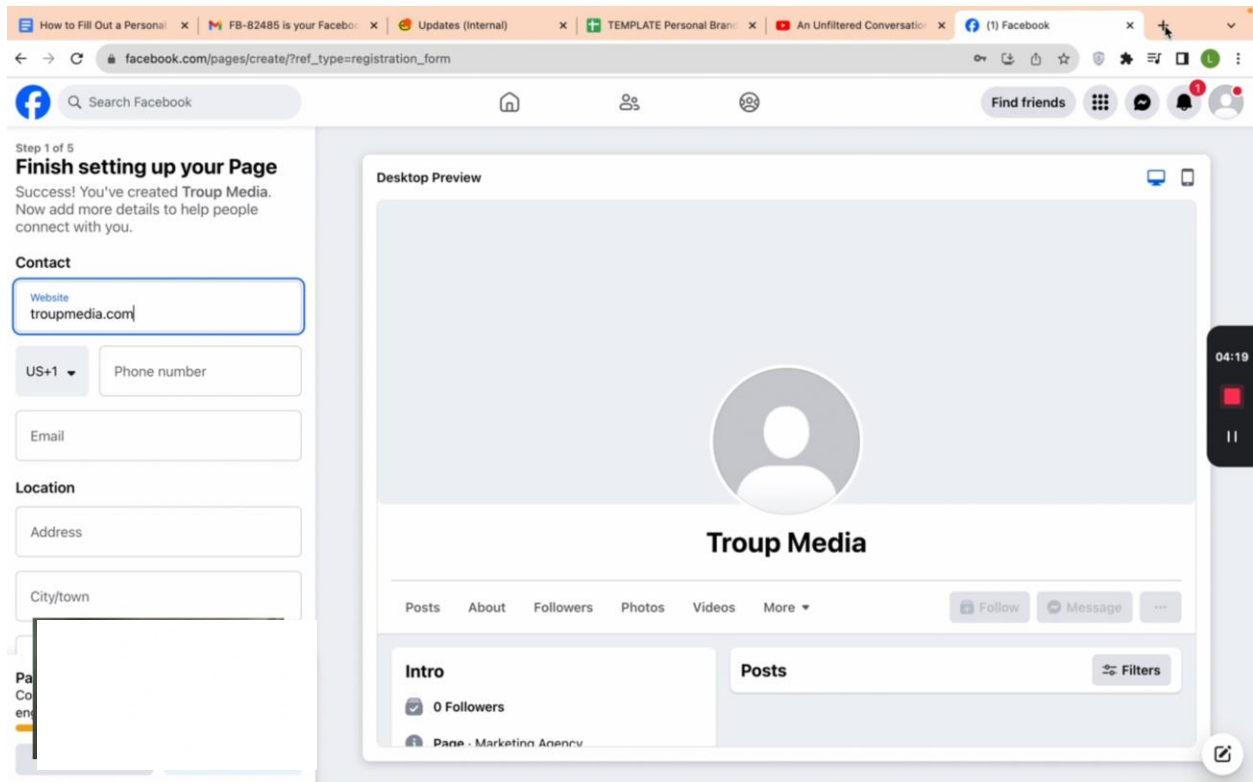
Step 1 of 5 - Contact, E-mail address, Location, Hours

Step 2 of 5 - Add Profile Photo and Cover Photo

Step 3 of 5 - Connect Whatsapp to your Page

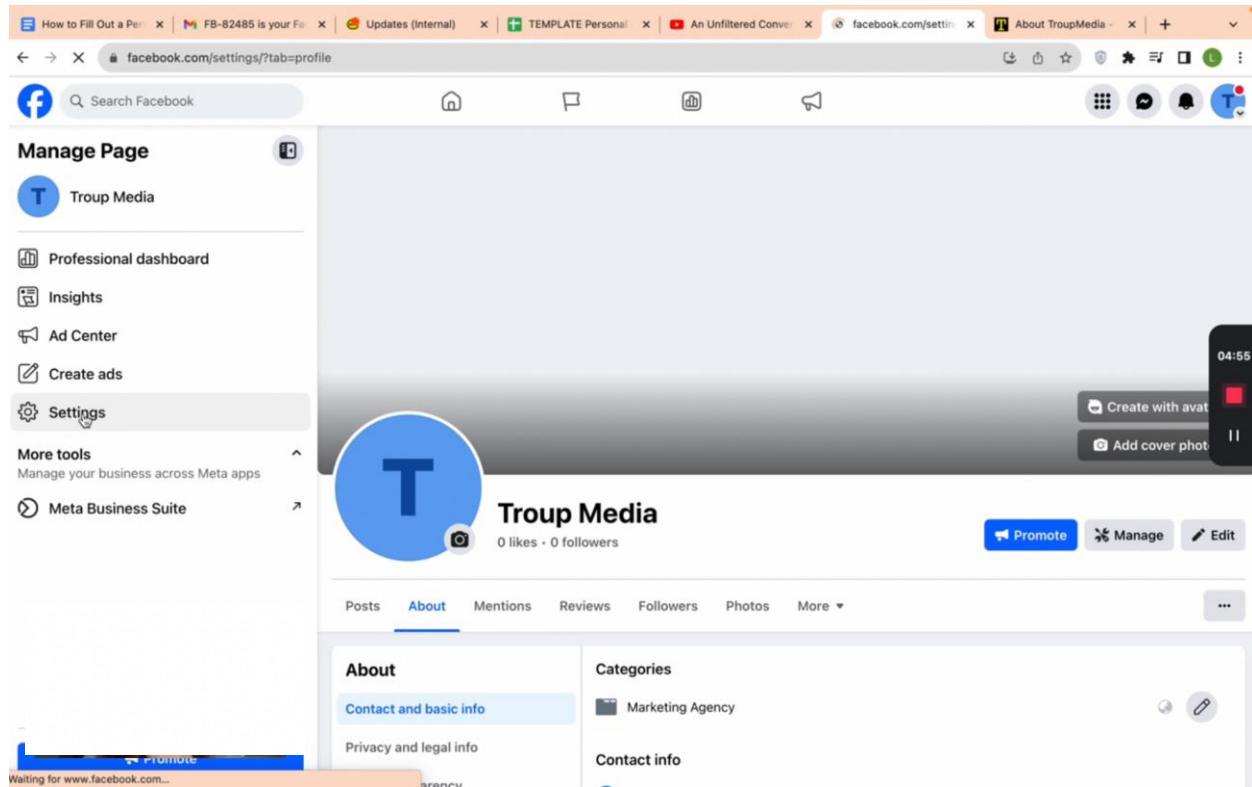
Step 4 of 5 - Build your Page Audience

Step 5 of 5 - Stay informed about your Page (Turn on Page notifications on Profile and turn on Marketing & promotional emails about your page)

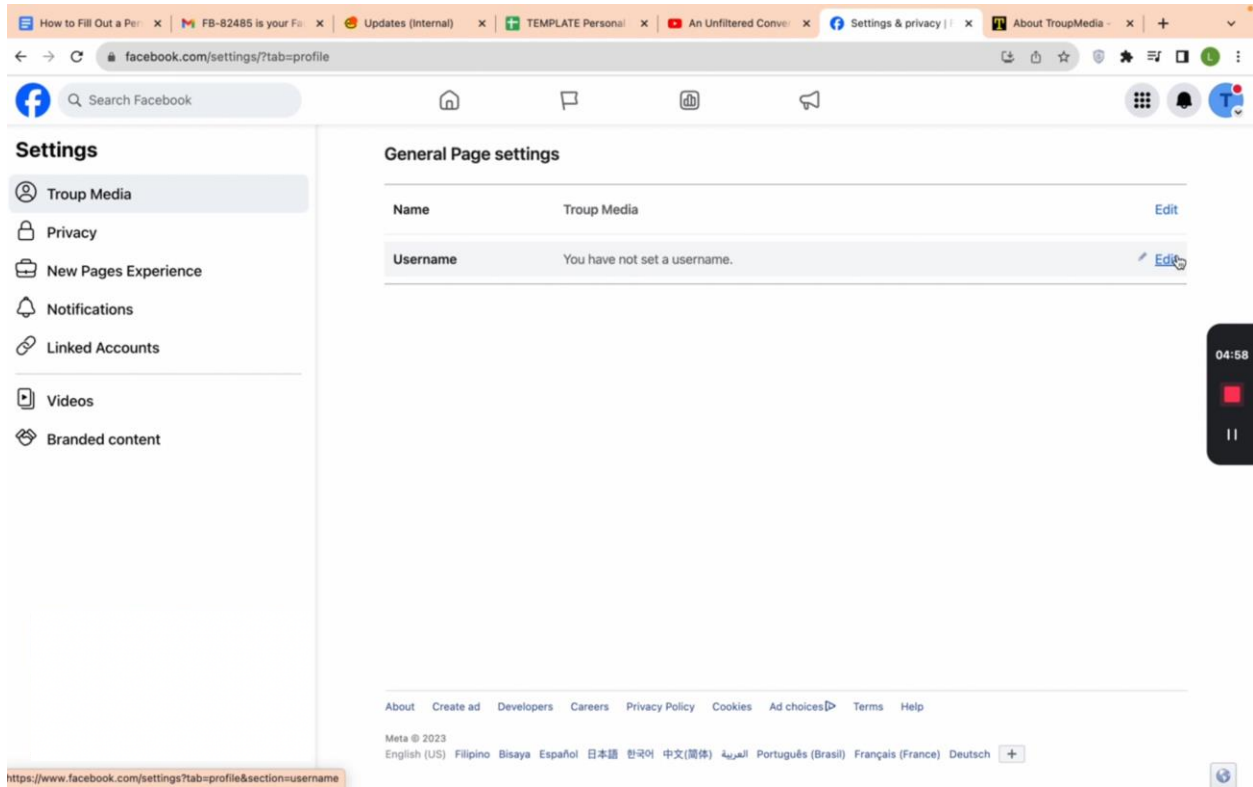


6. After completing setting up your Page, go to “Edit Page”

7. On the left task pane, click “Settings” and select “Edit” under “Username.”

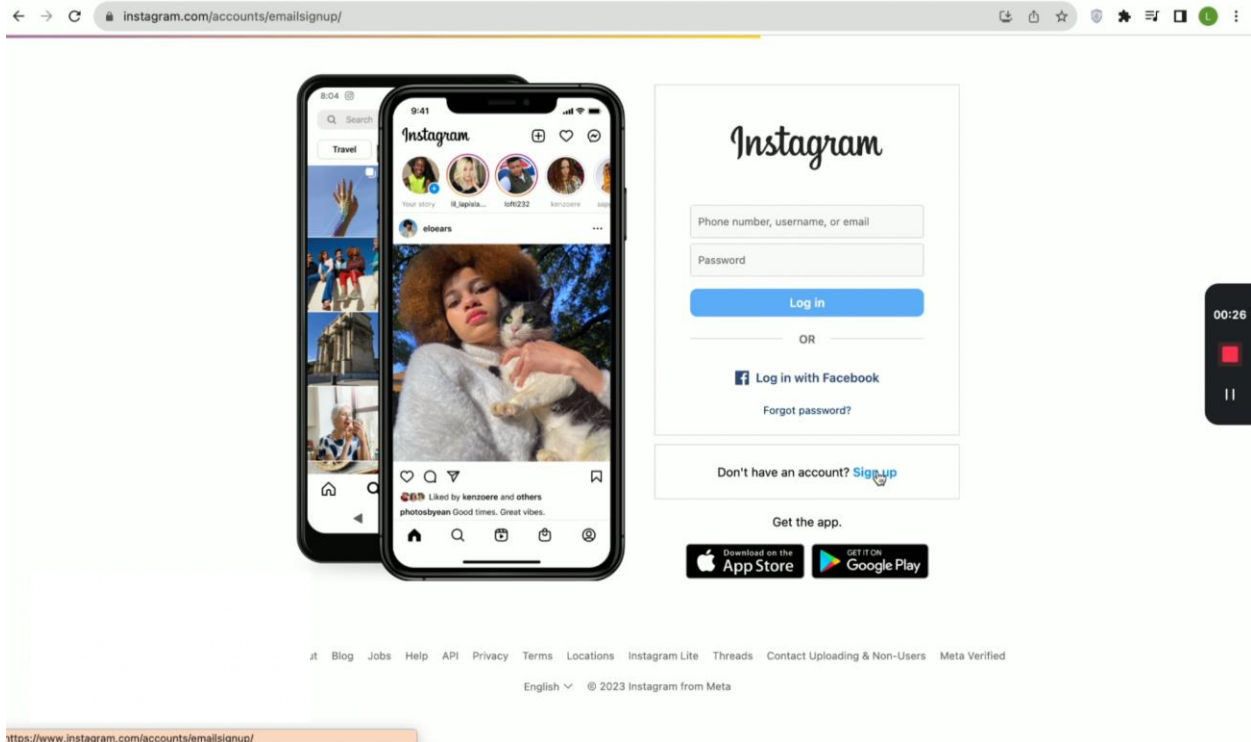


8. Set your username and click “Save.”

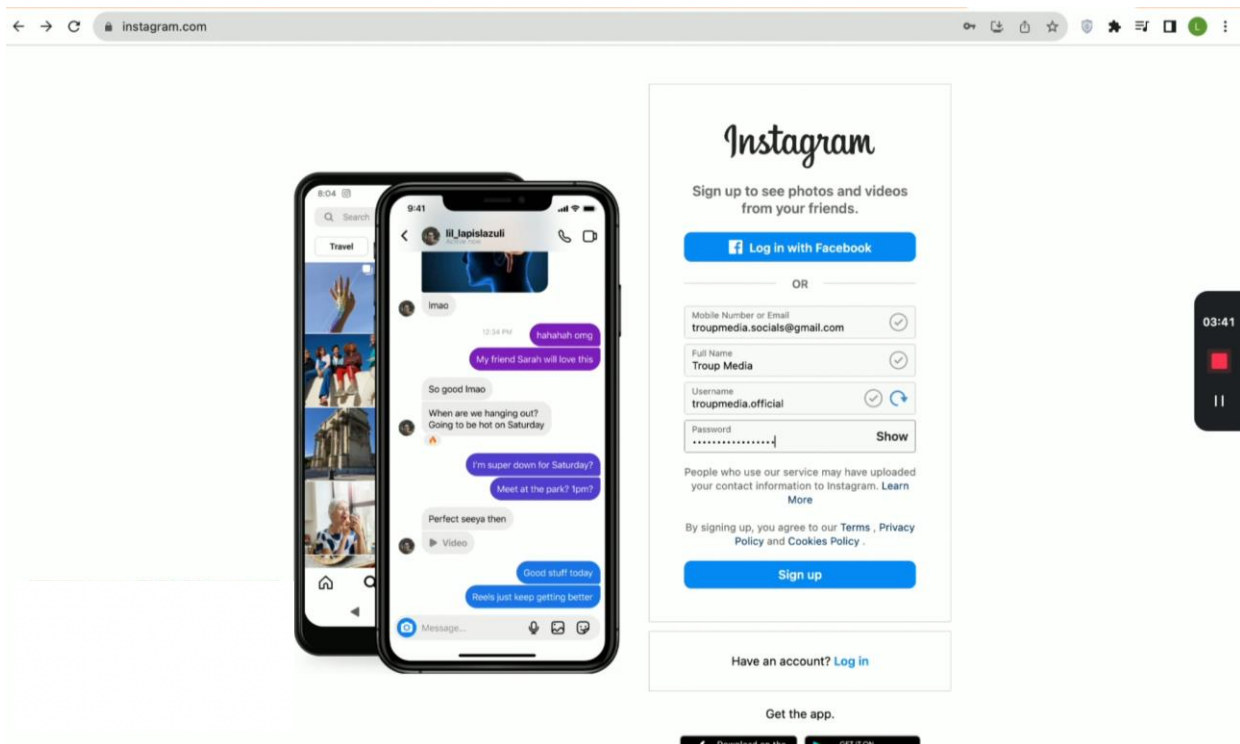


Instagram

1. Go to [instagram.com](https://www.instagram.com) and on Don't have an account? Click “Sign up”



2. Fill-out the necessary fields. Input your mobile phone number or email, full name, username, and password. Then click “Sign up.”



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