



# What is Your Identity?

# Hello There!

For the longest time, creatives have not had the knowledge to make their skill mean something to them. Most times, they cannot balance between what they should earn and passion.



Brait Academy is simply a knowledge hub by [Brait Consulting Limited](#) that offers **completely FREE** training and business insights for creatives in dire need to improve their skills and grow their businesses

Our biggest resolve is this, "Nobody should die with the talents and skills they have! Freely were they given and freely should they pass them on!"



# A Little About Brait Consulting

Brait Consulting Limited is an award-winning, leading web design company in Kenya known for state-of-the-art web development, digital branding, graphic design, UI/UX design, and unmatched digital marketing services.

With our balance of visual aesthetics and usability, we have helped streamline processes for businesses as well as create new revenue streams for start-ups and established businesses alike. Check us out at – <https://braitconsulting.com>



Let's make you bright!

We hope you read that as “Bright!” 😊

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**“You have an innate power to achieve anything in life. You can and you will. Never limit the ‘YOU’ you haven’t explored!”**

- Stephen Siloma | CEO, Brait Consulting

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# What is Your **IDENTITY?**



# Introduction

They say as a man thinketh so is he. Well, I always teach that you carry your spirit in whatever you do. Everything you do has your touch, it has your DNA, there is something in it that makes it either likeable or unwanted. If you alter that DNA things starts to change; either for the better or for the worst.

I recently visited a popular resort, and the owner told me that during his housekeeping inspections, he knew exactly who made what bed from among his many housekeeping staff.

He told me that there was one who always stood out not because he was the most learned (In fact, he never cleared primary school) nor experienced, but because there was simply, 'something in him'. We are going to explore the 'something in you' that will help transform you and your business.

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# Who Are You?

What is your Identity?



# What is Your Identity?

If I say the name Michael Joseph out loud, what will you think about? Safaricom? If I say Kipchoge Keino, you will not think about a fish-monger will you? If I shout *Haraaambeee* randomly in a busy town, some will shout *Nyayo*, right?

I will not boggle you with marketing terms and jargon, but I will just explain to you how to create your own identity. If you go to any populated town and ask for a common name like John, I am sure the guys around will ask which John you are inquiring about.

This is because the identity John is attached to many people e.g. There is John the driver, there is John the peddler, there is John the humble guy, John the teacher etc.

**What do people they identify you with when they hear your name?**





# Do You Have An Identity?

As a young child, I am so sure your parents never wanted you to hang around with some kids because they are **known** to be of bad behavior. Your parents were **known for something** and so was everyone with a skill.

Today, we have thought that we only need social media and not people. We forget that people run social media and the biggest resource is PEOPLE! People run social media not the other way round. Social media is a platform, people can read our identities (be it personal or business) through social media.

**Before you enter into business, you need to find an identity! Ask yourself, what do I need to be known for?**



# Where Do You Find Your Identity?

I am a village boy and most of my explanations will have a village definition. Your identity is tied to your virtue, your behavior, your skill, your looks, your family etc. The good thing is that you can control which identity stands out. Take a look at the example below.

1. Virtue – The **humble** John
2. Behaviour – The **drunk** John
3. Skill – The **photographer** John
4. Looks – The John with a **big nose**
5. Family – John from **Mr. Kamau's family**

All the above may describe one person. A big-nosed, humble drunk, son of Mr. Kamau who does photography.



# Where Do You Find Your Identity?

Are you struggling to find an identity? Most young creatives are jacks of all trades and potential clients don't take them seriously though they are so good in what they do. Today someone will present themselves as a graphic designer, tomorrow as a photographer and in three month's time, as a Hip Hop artist.

Suppose you need an electrician and this electrician tells you that they sell maize beside the road, will you take them seriously?

Ask yourself, what you want to be known for what your passions are and what change you need to make in this world. Identities that you get from these questions last a lifetime, they make you be you! They create your DNA!



# Can I Have Multiple Identities?

Well, Yes. You can have multiple identities. I never knew who I was as I was doing too many things and I was good in all of them. I was even once a Deejay.

I asked myself, what I loved so much and what I wanted to be identified with? I realized that I love doing websites and I immediately identified myself as a web designer & developer.

I am also a:

1. Photographer – <https://siloma.co.ke/photography>
2. Writer - <https://siloma.co.ke/blog> | <https://silomasays.com> | <https://Kajiado.co.ke>
3. Graphics Designer – <https://braitconsulting.com/portfolio>

**Yes, you can have different identities but you need to have a PRIMARY IDENTITY**



# What if I Can't Change My Identity?

Sometimes people may have known you as a fish monger but you are now the CEO of a major company. You may get frustrated that they now do not know how important you are and you may want to force down a new identity inside their throats. Don't force it!

Identities take time to cultivate in the society and if you try to force it down on people, you may end up being frustrated. People morph into new personalities and companies change in their lines of service.

Change is good. The world is not stagnant. The worst thing you can do is to be stagnant in a stream of raging waters. You will be swept away with your lost identity.



# How Do You Protect Your Identity?

As a kid, your parents were strict on your behavior because they did not want you to ruin the family name. So long as you were in their control, they ensured that they protect the family name. This in turn made them respected and they would get front seats in events and get to eat the top layer rice.

There are so many fake accounts of celebrities most who ruin their identity, should they be telling their followers to report them every time? What if 100 of them mushroom in a day?

Don't try to compete with a fake. Fakes will come and go. My good mentor told me that **Lies Have Short Legs!** You are authentic. Should someone masquerade your idea or your identity, don't try to prove, you might sound the fake one while you are the original.



# How Do You Protect Your Identity?

Ensure that you have saturated your online presence in especially Web 2.0 (social media and microblogging sites). Create accounts of your identity/business on these platforms such that you are visible to your clients.

I have made a resource that will guide you to sign up on these platforms. Web 2.0 helps you with something we call Search Engine Optimization (SEO). e.g. if you do not have a website, your Facebook or LinkedIn page shows up on search engine results. You need to have online presence before the 'Fake' takes dominion.

Your brand needs to be visible on all platforms. It doesn't really hurt, does it? Simply because you do not like Instagram, there is a client out there who is searching for you on Instagram simply trying get your number so that they can call you.

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**“Never forget what you are, for surely the world will not. Make it your strength. Then it can never be your weakness. Armour yourself in it, and it will never be used to hurt you.”**

- George R.R. Martin

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# You Are A Brand!

And a big one for that matter!



# Everyone is A Brand

Why do you feel bad when people trash talk about you? Or your parents/siblings or people you love? Do you really know why?

**It is because you are a reputable brand and you have value!**

You wouldn't love the world to talk ill about you would you? This is why things like ORM (Online Reputation Management) exist. ORM is simply a fancy term marketers use to mean how they come up with strategies to improve how a brand is viewed out there (Brand Perception).

If let's say a media house is trolled on Twitter for having sensitive talk that affect the public, these marketing guys assess the impact very fast and start doing ORM.



# A Brand Represents Entities

Because you are a brand, you represent not only you but; your family, your friends, your workplace, the primary school you attended when you pooped yourself etc. If you are a reputable brand everyone would want to be associated with you.

On the other hand, if you are a bad brand, even that primary school you attended as a kid wouldn't want to be associated with you!

A brand goes beyond you. A business goes beyond the founder. It reaches a point that the business is no longer the owner's but the society. Businesses should not just be a means to make ends meet but they should solve problems in the society, introduce unique products and/or serve generations.



# A Brand Lasts Lifetimes

When you start your business, you do not just think of yourself. Aren't the founders of Coca-cola, KFC and General Electric dead? Did they die with their brands? Know that there will be a time where your brand will outgrow you and will live for generations – This is the mentality I want you to have.

Do not think small. Don't think of opening an MPESA shop amidst 12 others. Don't think of just opening a small retail shop. Don't even think of owning the biggest supermarket in your county.

Think grandiose, think of owning a chain of supermarkets in this country. See, Carrefour, Quickmart, Naivas as your future competitors even though you are starting in your village. If the founders of Coca-cola, KFC and General Electric never thought of big things, their brands would be inexistent today!



# People = Their Crafts

Now that you know your identity and you are well aware that you are a brand you need to know what makes you a brand. John the village teacher is an identity and is also a brand. There may be many teachers called John but one John stands out. Others come as an afterthought.

This is the notion I want you to go with = **"There may be many graphic designers but I stand out because of how good & unique my craft is."**

Never shy off nor undermine yourself because other people **are doing or have done** greater things. If I am a John and I am a new teacher in the village where the well-known John is, I should not feel intimidated because my identity is suffocated. I should also not try to be the famous John. **NEVER BE A COPY!**



# Never Copy, Be Unique!

I realized that I cannot beat top Web Design Agencies who came before me but I ensured that I do something greater and better than them and I slowly built my brand. E.g. I carefully went deeper and checked their designs pixel by pixel and improved in mine. I tested their sites on all variable devices and improved my responsivity. I improved my skills and I believed that I am the best web designer in this country and nothing can change that – I had an identity.

I never copied their pricing, their techniques nor their skills, I benchmarked with who was top in the world. To be the best in this country you must benchmark with who is global. If you benchmark with who is best in the country you will only be **as great as** them not **greater than** them.

Instead of copying, I became unique. I ensured all my websites are very fast with an A grade on [gtmetrix.com](https://gtmetrix.com). I ensured that all images were optimized and security was top-notch.

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**“Stop apologizing! It’s ok if your ideas are different, your goals are big - don’t be afraid of what others would say. You are skilled, capable, talented - you deserve to be a leader, and you are enough. Leaning in can be uncomfortable, so don’t be afraid to own your seat, lean back, and kick your feet up.”**

- Joy Fitzgerald

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# Mentality!

Please have the right one!



# The BIGGEST Misconception!

The biggest misconception is that life is hard. The biggest lie that you will always hear is that life is hard especially for one who wants to start a business.



Sadly, in this nation people glorify and take pride in pain and suffering. Someone will tell you, *"Wewe ata hujui shida wewe, mimi nimekula shida!"* (You do not know what pain is, I have really suffered)

Most young people want people to feel sympathetic of them. They would want to get jobs out of sympathy because they believe they have suffered more than everyone else. They think the world owes them as they are vulnerable youth.

# Get Off The Pity Mentality!

I noticed back in high school that the neediest students really performed, and they turned out to become selfless and great people in the society because they had the **WE** mentality and not the **I/ME** mentality.



We live in a country where its young want to be given favors because they feel that they deserve them without necessarily working for them.

It is sad that most of them are very entitled and are convinced that life will work itself out somehow. Today they see their once needy peers so prosperous and they ask them, "How did you do it?"

They forget that greatness is not a one-day thing. It is not a lottery ticket nor does one become great through connections and favors.

# A Little Story...

Back in campus, I never used to go for raves nor any outings. I couldn't afford to buy myself quarter chicken let alone buy myself a bottle of beer. My budget was 1,000 a month equivalent to 30 shillings a day. With just a laptop, I taught myself how to DeeJay.



I would get small gigs in small clubs where I would play Rhumba on Sunday evenings as from 5:00pm – 1:00pm and I would be expected to be in class on Monday Morning.

I would buy internet from a cyber and re-sell to other tenants. I taught myself how to repair computers and would repair my fellow schoolmates' computers and I spent hours and days on my laptop teaching myself new skills.

Was life hard? Then, I found it very hard, but I soldiered on. If that never happened, you wouldn't be reading this. Life is not hard, you are not struggling. That mentality will ruin you and you will NEVER succeed! As a man thinketh so is he!

# Some Sweet Questions!

1. If life is hard, why is it not hard for everyone? Why is someone buying a yacht right now and enjoying it to the fullest? What is different about them?



2. If the global economy is failing why is it that the richest man in the world in 2012 had a net worth of \$69 Billion and the richest man in 2022, 10 years later has a net worth of \$260+ Billion? Has the economy just crashed in your life?

3. If the cost of doing business in Kenya is high and so many businesses are closing, why are multinationals flocking in this country? Why are new SMEs rising and succeeding?

# Trash The Fools!

If you stay with four fools you will become the fifth. Fools in your life are people who preach to you that you are unable, that life is hard, that you can never amount to nothing. Run away from such people.



Most young people today are enticed by where they will hangout, what they will wear, how to be cool and how to look rich. They rather go out that spend time learning a new skill.

I assure you, if you stay with four rich guys you will become the fifth not because they gave you money nor connections that brought wealth to but because you simply stayed around them. There is something called impartation. If you stay with wise people, wisdom will be imparted into you. If you stay with wealthy people, wealth will be imparted into you.

It is so funny people so much believe the phrase, "Misery loves company!" and not, "Wealth loves company as well."

# Finally... Know Your Worth!

Most young people do not really know the meaning of 'Know Your Worth!' It bloats their pride and clouds their judgment. They would rather not take a small paying job because they believe they are worth something bigger! They think that life owes them a great deal.



When I ventured into web design, I offered to do free websites to people simply because I wanted a portfolio. I remember doing Kubamba's (Kkrew Bible Study) a website simply because I wanted a portfolio. Sadly, most creatives want payment first not knowing the power of portfolios with reputable brands.

I knew the brand value of Kkrew and if I used it in my proposals I would at least land jobs. This becomes a win-win; Kkrew gets a website and I get an incredible portfolio. Knowing your worth simply means that you know your brand value. If you know your brand value, you will have good judgement of what jobs/employment to take so that you can increase it.

# Thank You!

Thank you for reading this amazing resource. I poured my heart and soul into it and so pour your heart and soul into helping other upcoming creatives in your field.



Share this FREE resource to as many people as you can and let it be a good resource to them as well. We are a community of young people who are always willing to learn and share ideas.

Login & register as a student at <https://braitacademy.com> and join our live classes every Saturday as from 9:00pm – 11:00pm all for free.



# Appendix

The Extras, Freebies & Add-Ons





How About We Gave Creatives  
**A FREE WEBSITE?**

All they are needed to do is to purchase a hosting with a FREE domain from us?

## BRAIT HOSTING CREATIVES PACK

Most creatives are struggling with their online identity and we have come up with a package for creatives. For only KES 5,000 for the first year (Which will renew at KES 6,500 for consecutive years), we will create them a FREE website about who you are, what you offer and contact information.



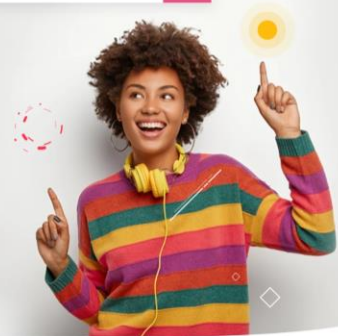
Check how the template looks in the next page.

Or click here for the live link -

<https://braithosting.com/landing-demo>



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## Elevate your brand

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[About](#)   [Services](#)

### The Brand That Centers on Excellence

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## Our Services




### Corporate Gifts & Premiums

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### Branding & Design

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## ADVANTAGES OF THE BRAIT HOSTING CREATIVES PACK

As domains age with time and they increase in value they improve in what we call Domain Authority. This means by the time you are have scaled up into a big organization, you have continuously improved in SEO as well.



Simply follow this link

<https://braithosting.com/creatives-pack/> to get started and once you make the purchase, fill the required details on the form in that page and you will have your live website in just 24 hours.



## BRAIT HOSTING CREATIVES PACK

Most creatives are struggling with their online identity and we have come up with a package for creatives. For only KES 5,000 for the first year (Which will renew at KES 6,500 for consecutive years), we will create them a FREE website about who you are, what you offer and contact information.



# If You Can...

I will appreciate if you just mentioned my work on your Social Media Posts, Social Media Stories and especially on WhatsApp Status! You want the content to post? I GAT YOU!



Need A Website? Brait Consulting does state-of-the-art and incredible websites in this country. Check out their work – <https://braitconsulting.com>

Call: +254722 973 964

Email: [info@braitconsulting.com](mailto:info@braitconsulting.com)

**\*Please note that this favor is not pegged by the fact that I give free resources. This I will continue to do freely. Thanks a bunch!**





# Love Humor?

I also double up as a creative writer in my other passions. So many creatives work a lot and sometimes need some witty writing to cheer them up.

<https://siloma.co.ke/humor>

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