



***Your Funeral Home
Has a Brand...***

Do You?

Creating an authentic personal brand.

BY WELTON HONG



Between political figures, cute dogs with social media pages and TikTokers who make several times the average household income, I have a feeling you're already well aware of the power of personal branding.

A quick Google search of a person's name can often give good insight into their personal brand. Try mine as an example. Results indicate I'm the founder and CEO of Ring Ring Marketing, a marketing expert and the author of books about digital marketing. And if you read between the lines, what it really tells you about me is that I'm a leader.

This is the personal brand I've created for myself. Pretty neat, right?

A personal brand is exactly

what it sounds like: the individual as a brand. This makes personal branding the action of trying to build that brand by shaping public perception of that individual, ideally in a positive way. And while I doubt that your goal is to become a full-time influencer (I also won't judge if your pet has a social media account), personal branding can be incredibly helpful for you as a funeral director.

Why? Because you're the face of your funeral home. You're a representation of the type of service people can expect.

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There's a lot you can do to build your personal brand – even beyond social media – in a way that will help your funeral home earn a positive reputation and the trust of your community.

Create Your Unique Personal Brand

Building a personal brand as a funeral director might sound daunting, but it's not as complicated as it sounds. The key is to start where you are. I firmly believe the essence of personal branding is authenticity.

Before you begin, ask yourself: What do you want to be known for? This goes beyond your current role as a funeral director. Maybe you want to be known as family oriented, a veteran or

a pillar of the community. Consider, too, what aspects of the profession resonate most with you. Do you want to be known for compassion, innovative approaches or dedication to community service?

Identifying your core values and passions is the first step to crafting a brand that feels true to who you are.

One of the most important principles of personal branding

is to show up as your real self. There's a lot of pressure to create polished content, to fit into a box of what a "personal brand" should look like, but resist that temptation. I do!

The truth is, it's more fun – and more effective – when you let your personality shine. Whether you're writing articles, recording videos or posting on social media, don't hesitate to bring your full self into the content. People

connect with authenticity, and when they feel like they're engaging with the real you, your brand becomes that much stronger.

At the core of your personal brand should be a few key principles – those non-negotiables that reflect what you stand for. Ask yourself what issues or values are so important to you that they form the foundation of your messaging. These become your content pillars.

For a funeral director, this could be anything from advocating for mental health awareness in grief support to promoting transparency in end-of-life planning. You don't have to stick strictly to these pillars, but they will guide your voice and help keep your message focused.

One of the most important principles is to show up as your real self. Unlike business branding, personal branding is entirely unique to who you are.

Build an Authentic Presence

Once you know what you want your brand to say about you, it's time to create the content that reflects it. Start with something simple. Your headshot and bio are the perfect starting point because you can use both on your funeral home's website and social media pages, as well as on your personal social media profiles.

Consider having a professional headshot taken by a local photographer. But remember, a good headshot should still reflect your unique personal brand. Make sure your clothes and expression send a consistent message.

Next, write a brief bio that describes your background in both your personal and professional life, and don't scrimp on personality. If writing isn't your forte and you get stuck, don't be afraid to recruit AI for help.

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There are loads of content types you can use to build your brand, such as social media posts, blog posts, articles, podcasts and videos. And the good news is that once you've established your voice, you don't need to constantly create brand-new content. The best content creators know how to say the same thing in different ways.

Repurpose successful posts and articles, turning them into videos, quotes or expanded pieces. Repurposing content not only saves you time but reinforces your message. Quantity is your ally when you're building a brand, especially when you're just starting out.

Also during those early days, don't shy away from doing unscalable things. Reply to direct messages on social media, respond to comments, appear on local podcasts or radio shows and engage directly with your audience. These actions build a strong foundation of trust and help you get your name out there. The more connections you make,

the more your personal brand will grow.

One more thing: Don't over-complicate it. Sometimes I'll make a two-minute personal branding video for social media on my cellphone while I'm walking through a hotel.

Document your ideas as you go along, whether through journaling, taking screenshots or recording voice notes. This documentation can spark new content ideas and keep you from running out of material. Over time, as you document more, you'll see patterns emerge in the type of content that resonates with your audience.

Of course, consistency is key. You don't need to create something groundbreaking every day, but showing up regularly is what sets you apart from those who only post when inspiration strikes. If you commit to posting three times a week, stick to it. If you say you're going to post daily, make it happen. Consistency beats brilliance when brilliance isn't consistent.

Building a personal brand does take time, so play the long game. Patience and persistence will outlast most competitors. While others may burn out or lose focus, your steady approach will pay off in the long run.

No matter how much content you decide to churn out, never lose sight of the fact that nobody else can be you. So learn from others, but don't imitate them. Personal branding, unlike business branding, is entirely unique to who you are. Lean into that uniqueness, as it's your most valuable asset.

Whether you choose Facebook, LinkedIn, Instagram or another platform to build your presence, start by dominating one channel at a time. Focus your efforts, engage deeply with your audience and grow your reach from there.

Active listening is crucial. Pay attention to the comments and feedback you receive as these will help you fine-tune your message and offer value that your audience truly cares about.

Remember, personal branding isn't about selling; it's about helping. As a funeral director, your role is inherently compassionate, and that same spirit should carry through in your brand.

Be open, be helpful and, most importantly, be yourself. Your audience will appreciate the real connection and your brand will grow stronger because of it. ☰

Welton Hong is founder and CEO of Ring Ring Marketing and author of Making Your Phone Ring With Internet Marketing for Funeral Homes.



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