



**ADESUA J. ONI**

# **PERSONAL BRANDING BENEFITS**

LEARN THE IMPORTANCE OF  
PERSONAL BRANDING  
FOR  
HEALTH PROFESSIONALS

**Adesua J. Oni**

# **PERSONAL BRANDING BENEFITS**

**LEARN THE IMPORTANCE OF  
PERSONAL BRANDING FOR  
HEALTH PROFESSIONALS**

Copyright ©2022 Adesua Oni

All rights reserved. This book or any portion may not be reproduced or used in any manner whatsoever without the express written permission of the author, except for the use of brief quotations in a book review



# **THE BENEFITS OF PERSONAL BRANDING AS A HEALTH PROFESSIONAL**

A brand is niche marketing or a business concept that helps people identify a company, a product, or an individual.

Health professionals are well known to be impactful individuals, and every day we make a huge difference in the lives of people.

We are the breed of specialists that most people who fall sick get to meet before they regain their strength or even breathe their last, as the case may be.

This makes our presence in





the lives of others more phenomenal.

Now, beyond the bedside you are accustomed to, you can be much more than that!

This is because every day patients get discharged from our nursing, tender loving care, but they still need reliable information as regards their overall well-being.

Know that building a health-based brand can be a blessing to people as a health professional.

Your health brand can be their continuous plug to stay healthy via quality health education and the supply of credible, authoritative information both online and offline.





## • GLOBAL RELEVANCE

When you brand your work, you create a table, a platform, or a podium for yourself from which people can clearly see you.

From there you will climb onto higher places.

International bodies will find you and recognize how valuable you are.

The white man knows and values experience, expertise and professionalism, irrespective of age.

Branding has taken me to ideal places and brought me before great men.

As a matter of fact, I am



astounded at how God has been raising me so far.

If I did not practise personal branding for myself or brand my organizations, I would have remained on the ground, roaming in the darkest marketplace, swamped with so many nurses.





## • BREEDS EXCEPTIONALITY

Branding, in itself, makes you stand out from the crowd, exceptionally.

Since I started branding, no body could or would confuse me with another nurse.

I have moved on from ordinary to extraordinary.

Yes, I still have one head and two ears, but in terms of generational impact, God has helped me.

You see, if you take my personal branding training seriously, and your thinking still remains the same, then something grand has gone wrong.





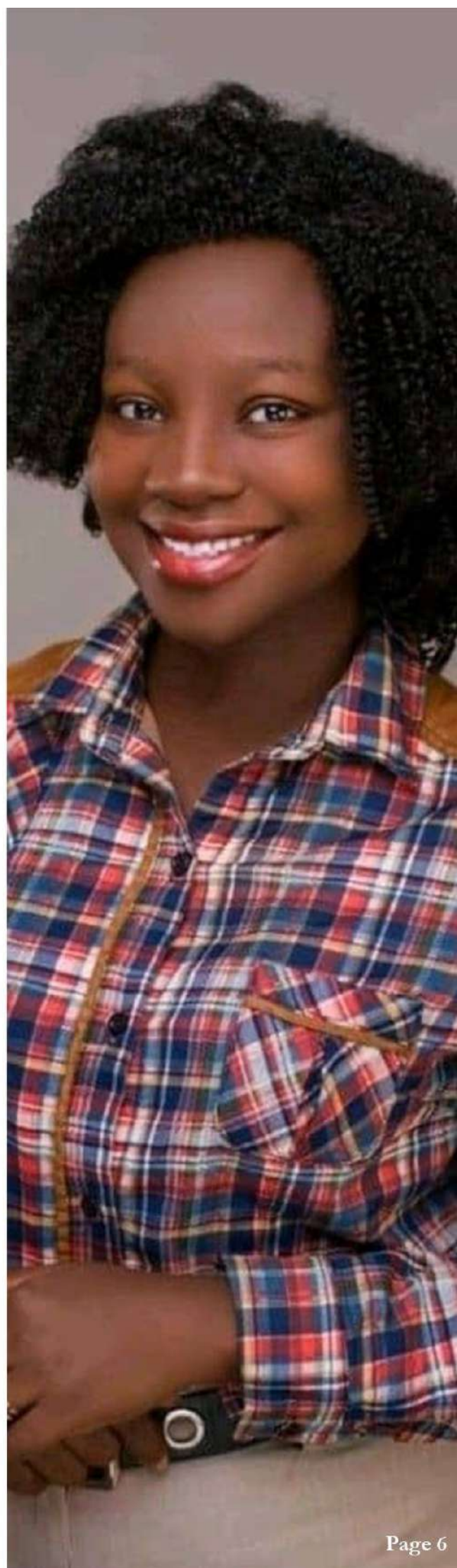
You cannot remain the same after today.

Something will arise from your heart and make you push for greatness.

If you choose to remain small after today, even quacks will be daring you and assuming they know all that you know.

One day, you will wake up and discover that you have missed out on a lot of growth opportunities!

Do not let this happen to you, my friend!





# •INTERNATIONAL OPPORTUNITIES

Branding helps people notice you quickly!

Properly positioning yourself on platforms like LinkedIn will attract you to international gigs and opportunities.

I have been featured on international magazines and invited to speak globally. Why? Because I chose to engage in branding!

I am more than willing to tell you all the secrets that have been revealed to those who have taken my branding classes.





# ●STABLE EXTRA SOURCE OF INCOME

Stability is the key word here.

No one can lay you off from your brand, and this is a very powerful piece of information.

In 2021 I left a multi-level-marketing business to build my own brand. I was doing well there, but all of a sudden product quality became questionable and I had to stop, because I did not want to be the person that would be telling people about a business that has compromised its standards.

Your brand is always yours to





to build.

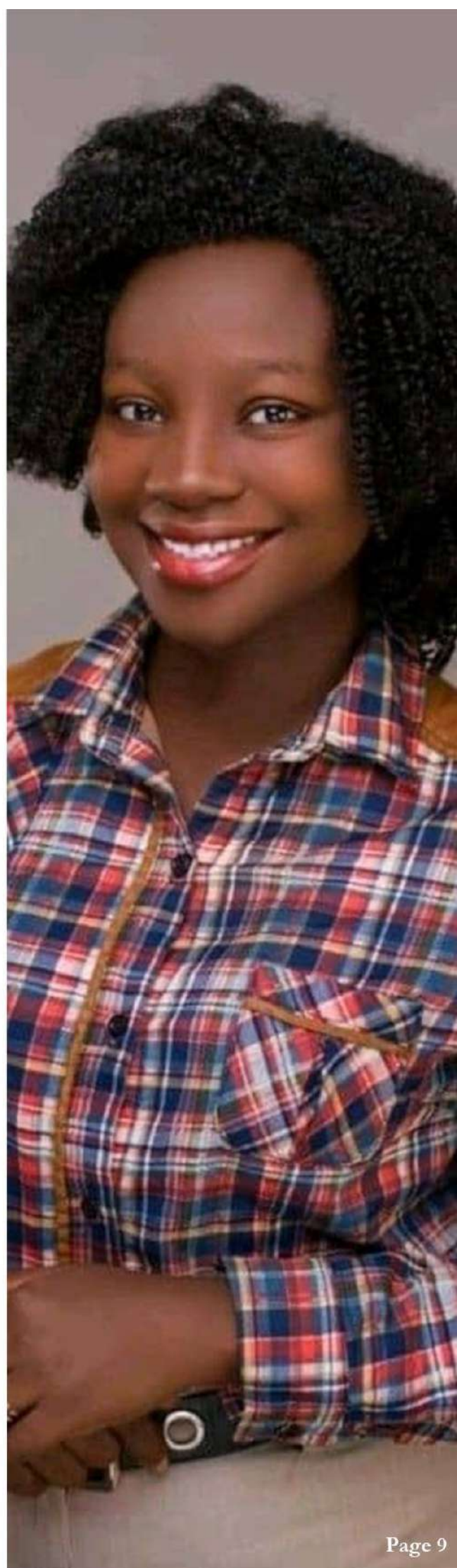
For instance, if you buy a domain name right now as a testament to your brand, anyone that comes across your website in the future will attach some level of seriousness to the brand.

It becomes an additional source of income, and you can leverage it to offer your personal services as well, such as:

- Consultancy
- Freelancing
- Book Writing
- Copywriting, etc.

People will pay you handsomely in turn and not like a roadside person.

You name your fee, and they will pay if they can afford it.





# ● **NATIONAL AND LOCAL RECOGNITION**

Charity begins at home.

It is your immediate family and friends that will first acknowledge you.

Some will discourage you while others will help you and refer you to opportunities.

From your small space, you will attain national recognition.

The Nigerian Tribune, one of the newspaper publishers in Nigeria, featured my work as the founder of Pregnancy Support Foundation on the 1st of January 2022.





I have also received different awards based on my contribution and impact on the lives of people.

This is a direct result of my hard work, consistency and branding.



# • HELPS YOU FOCUS ON CONTINUOUS ACADEMIC GROWTH

The moment you start doing well as a brand, you will discover that all you want to do is gain more knowledge and strive for academic excellence.

You will be more than excited to excel, because there is a bigger reason and motivation to grow.

It will no longer be about reading and just passing.

It will be chiefly about acquiring knowledge!

And knowledge strengthens your content!





**NB:**  
PERSONAL BRANDING  
WITHOUT SUBSTANCE  
OR VALUABLE  
CONTENT IS A  
COLOSSAL WASTE OF  
VALUABLE TIME!



# • **BRANDING GIVES YOU A SEAT AMONG THE RESPECTED**

This needs no explanation since your net worth is based on your network.

Branding helps you network purposefully.

You do everything with a mission in mind.

This makes you to be awesome, and it will attract other prominent personalities towards you.

When people want to categorize valuable people, you get a seat.

When leaders are to be





chosen, you have a high chance of being selected too.

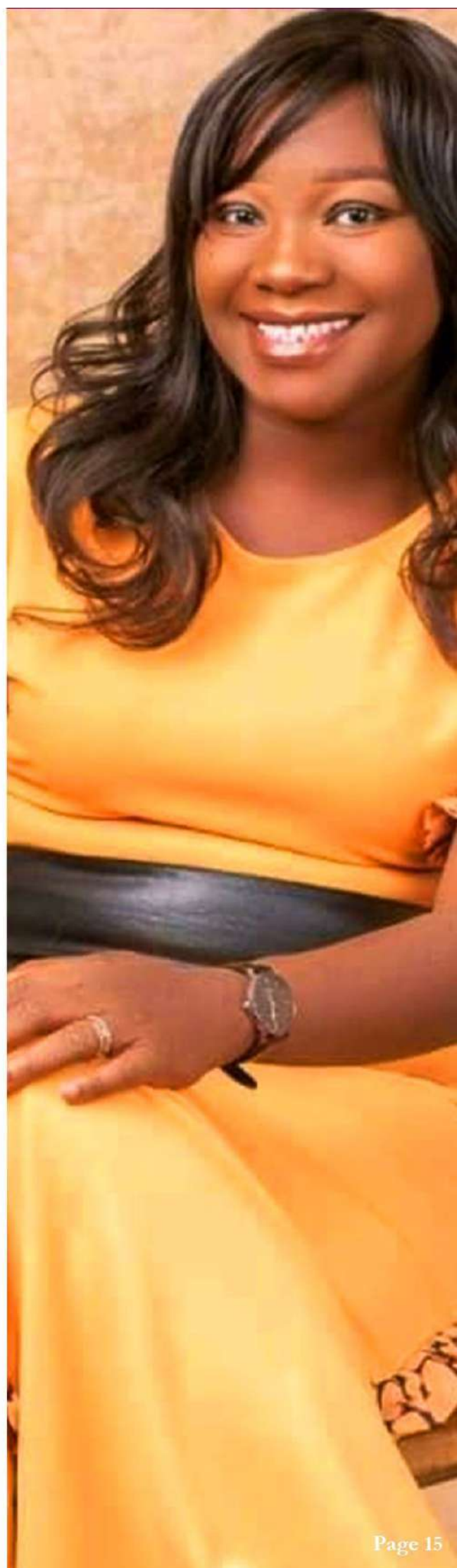
When you speak, people will sit up and listen.

Your beautiful life begins when you practise branding!

Your prayer points become more focused and powerful when you start engaging in branding.

This is because you no longer live for yourself alone.

You now live with the lives of others in mind!



# • YOU BECOME A STAKEHOLDER IN THE HEALTH SECTOR

You do not need to be elected to a government house or get into a presidential villa before you become a force to be reckoned with!

When you properly brand your work and consistently show up with value, valuable people will come and consult you on your informed and expert opinions.

Major decisions are not made until they hear from you.

In fact, great men will consider you significant and recommend you for





influential positions.

And this might just be the beginning!



# • YOU ARE MORE POSITIVELY IMPACTFUL

Every day people make a negative impact using social media.

Every day!

Every day!

The only thing that can reduce their effects is if you bring a positive impact, and you can only do this through personal branding!

Only light can shut out darkness.

But light will not shine if it goes hidden.

When you decide not to





brand what you do, you are not seen as a light.

I know a particular flier is for my church because it carries the church's logo!

Be a light!

You can change the world if only you choose to draw on branding.

Branding brought me an international speaking engagement in January 2023.

I spoke among seven nursing leaders on other continents of the world.

Just two of us were black nurses, Nigerians precisely.

Suppose that I had hidden myself, the nurse who recommended me would not



even have found me, because she lives and works on a different continent.

So the question is: is one stream of income enough for you?

I know a consultant neurologist who is also doing MLM (multi-level marketing).

Out of no time, he still finds the time to do branding and build a team online!

This consultant earns more than ₦750,000, but some health professionals here, reading this, make ₦102,000 while living extravagantly.

If you are this type of person in reality, you are not helping yourself a bit.





Dear health professional, the ball is in your court, and the best time to start building your health brand is now.

I am a health professional myself, and I have trained several other health practitioners to start their brands online.

From the comfort of your home, you can change the world.

But this is only achievable if you learn all the basics in that all you need to know before you start out.

Money is not a problem if your desire is strong enough.

Since I understand that many want to grow but cannot afford to pay for the course at once, I have designed a



payment plan by instalments that is absolutely convenient for anyone to take advantage of it.

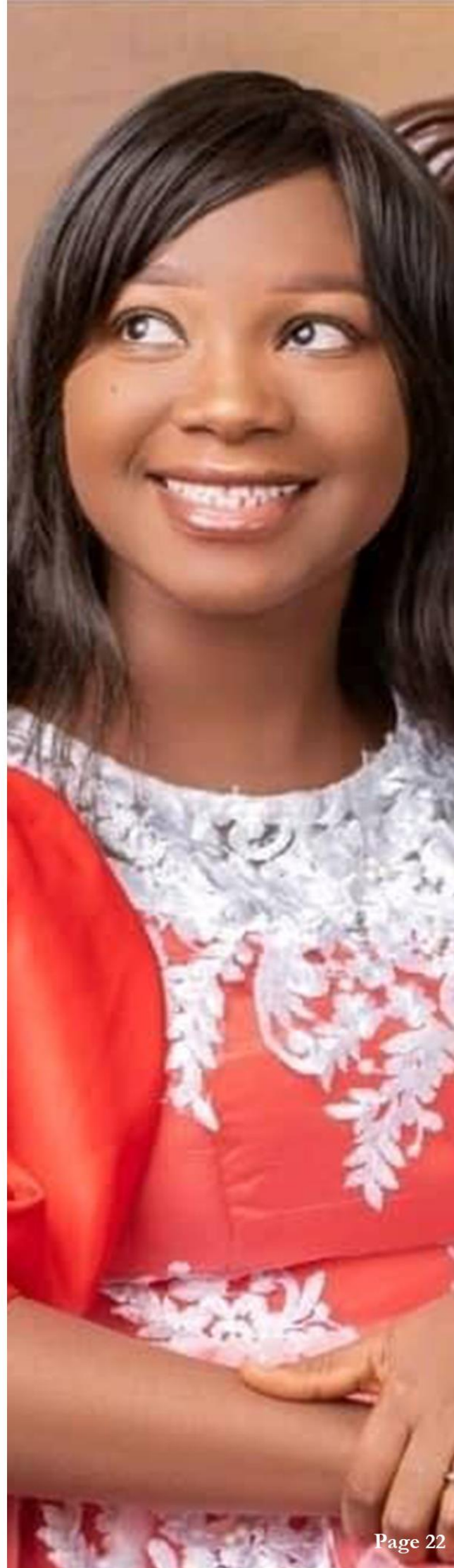
To take my personal branding course, send an email to:

[steppedupnurse@gmail.com](mailto:steppedupnurse@gmail.com)

or connect with me directly by clicking here:

<https://wa.me/c/2348035958953>

See you at the top!





# ABOUT THE AUTHOR

Adesua Oni currently works with the Federal Government of Nigeria and is a legally registered nurse and midwife. She currently runs her Masters degree with the Liverpool John Moores University, UK.

She is the founder of Pregnancy Support Foundation (PSF), an NGO registered with the Corporate Affairs Commission (CAC) of Nigeria with the aim of giving physical, psychological, social and spiritual support to pregnant women and those in labour.

As a pregnancy coach, she loves to support pregnant women throughout their pregnancy period via online webinars and teaching.

In December 2021 and 2022, she had her first physical outreach to expectant women in the Mando community, Kaduna State, Nigeria. In 2023, three medical outreaches are currently in the planning stage.

Every month, she delivers impactful webinars across her online communities and at the Steppedup Nurse Academy (SNA).

She also enjoys honouring speaking and training engagements both locally, internationally, offline and online.

Adesua Oni is a great writer and a published author of many books. She loves writing and sharing impactful health-related write-ups on social media. In 2021, she wrote the book titled PREGNANCY SUPPORT, printed in both soft and hard copies, which has gone on to rock the world of obstetrics.

In October of the same year, she published her second book, yet an e-book, titled CAESAREAN SECTION due to a passionate commitment to helping families out of the ignorance surrounding this procedure.

In the year 2022, she has written three books centred around professional development.

They are:

\*Content Framework For Nurses

\*The Wealthy Health Pro

\*Winning On LinkedIn





She has written two other free e-books, namely: **HEALTHY WOMAN** and **CHILD SPACING BENEFITS**.

She plans to publish three books in 2023 which will be of benefit to nurses and to women in general.

TheSteppedupnurse has been featured to talk about pregnancy and maternal mortality on a Ghanaian TV station; the Nigerian Tribune newspapers; the Nursing Stars magazine, as well as the blakINwite Digital Magazine, bordering on the huge impact she makes at Pregnancy Support Foundation and Stepped-up Nurse Academy. In January, 2022, she was hosted by the award-winning Radio Diva, to talk about Nurses Improvement And Nursing Career Pathways.

She is a virtual course-creator, coach, mentor and trainer. She has delivered more than 100 online trainings via zoom, telegram and whatsapp. In the year 2021 and 2022 she created and delivered more than ten courses to different groups. Six out of them is on the SNA educational website containing the following courses:

- \*How to build a community
- \*Amazing Nurse Speciality
- \*Becoming A Nurse leader
- \*How to become a coach/mentor
- \*Personal Branding for health professionals
- \*Personal Mentorship Programme.

Known also as a vlogger and a superb storyteller that consistently inspire audience, her YouTube stories are concentrated on pregnant women. On alternate weeks, she speaks on lifestyle principles from which the general public benefits. She also uses her youtube channel to deliver trainings and courses to nurses.

Her podcast, popularly known as Step-up by Adesua Oni, aired in 2021 to reach out to more women of reproductive age, including a short series for women trying to conceive.

The drive to meaningfully contribute to the lives of women in the Christian world has likewise spurred Adesua on to be the founder and lead funder of a social community called "Blessed Impactful Mega-woman" – an online platform that blesses and imparts women to be able to impact others in the same vein.

She is the founder and Chief Executive Officer of the Stepped-up Nurse Academy which was birthed on the 3rd of July 2021, a subsidiary of Steppedup Global Consults. It presently operates on online via whatsapp, linkedin telegram and on



facebook. SNAs vision is to build up health professionals especially nurses, for extraordinary impact on their world.

She also founded the SNA health Writers community, a body of dedicated health professionals that handles of the writing goals for the SNA educational website (blog section) and magazine. The maiden edition of the SNA magazine was published in July, 2022 and the second edition in December 2022. Both editions are free and everyone is eligible to own one.

She grooms and mentally equips great speakers at the Steppedup Speakers Academy which was established virtually in October, 2022.

The Academy has produced two sets of graduates from 2022 and 2023 and every month, admission is open to those who want to start or upgrade their speaking brand.

She is a daughter, sister, wife and mother of two beautiful daughters.