



Photo by charlesdeluvio on Unsplash
UNSPLASH.COM

6 Steps To Grow Your Personal Brand Using AI Agents

By [Aytekin Tank](#),
Forbes Contributor

Whether you're a solopreneur, a business leader, a social media influencer, or an employee climbing the ranks in your organization, cultivating your personal brand is essential. Quite simply, it communicates your value to the audience you're trying to reach, be it your followers or your company's hiring partners.

The practice of building a personal brand is as old as civilization itself. During the Roman Republic, Julius Caesar used handcrafted writings and speeches to brand

Forbes

himself as an indomitable leader. Fortunately for today's ambitious leaders and professionals, AI agents make it easier than ever to hone your personal brand through automation, content creation, and engagement. Beyond simple chatbots, AI agents act autonomously, leveraging advanced AI algorithms to mimic human-like reasoning and problem-solving.

As CEO of Jotform, I leverage AI agents to maximize my efforts to build my brand—for example, as an automation expert. Here are 6 steps for using AI agents to amplify yours.

Sum Up Your Current Brand

As Jeff Bezos once [said](#), “Your brand is what people say about you when you're not in the room.” The first step in building your personal brand involves taking stock of your public persona as it stands—how would people describe you when you're not in the room?

What do your social profiles say about you? Are they bare bones, or do they tell a personal narrative? What do they communicate about your current status? Are you, for example, a job seeker looking for opportunities? Are you an entrepreneur interested in new collaboration opportunities? What are your goals today, and how does that connect with your path?

You can ask an AI agent to analyze your existing online presence—for example, scanning your portfolio or website, your LinkedIn posts, your X tweets, customer reviews of your business, and more—and generate a comprehensive summary of how you're currently perceived by the world at large.

Identify Your Goals

Once you have a solid grasp of your current brand, it's time to carve out your goals. Who do you want to reach? What message do you want to communicate to them? This step requires zooming out and considering the big picture—then mapping out possible routes to get you there. For example, when I wanted to

Forbes

write my first book about automation, I decided that the first step would be to start publishing articles. That way, I could build my brand as a thought leader on the topic.

AI agents can help map out steps leading to your more audacious goals. You can start by sharing your industry, aspirations, and current positioning. Then, an agent can autonomously break down long-term goals into actionable steps—such as publishing compelling content, engaging with industry influencers, or optimizing your website.

Draft Content That Captures Your Brand

Once you have a clear understanding of your current brand and your goals, it's time to draft content for multiple platforms in line with those goals. For example, if your brand is a relatable wellness expert, you'll want to create content that both promotes well-being strategies and reflects an authoritative yet humble tone. Maybe you'll want to weave in personal experiences that resonate with your readers.

The beauty of automating content creation, or even just parts of the content creation workflow, is that it can help create consistent messaging across platforms. Using an AI agent like AgentGPT, you can [automate content creation](#) and focus on higher-impact tasks. You simply share your goals—like drafting blog posts or rewriting your website bio—and the agent will plan, research, draft, and edit the content on its own, with no human oversight. If you want the final say, you can add any finishing touches or tweaks before the content goes live.

Automation Content Sharing

Ask any branding expert, and they'll tell you: consistency is key. That means your subject matter, your voice, and the timing of your posts should all be consistent. If you start strong, sharing content on a daily or weekly basis, and then dwindle

Forbes

down to scattered posts, your audience will lose interest. Your brand will lose relevance.

With an AI agent like Lindy, one of the [top automation AI agents](#) based on monthly search volume, you can automate your content-sharing workflows and ensure your presence is consistent. Your AI agent can schedule and distribute content across multiple platforms, freeing up time so you can focus on creating meaningful engagement with your audience rather than the logistics of posting.

Analyze Content Performance And Adjust Strategy

AI agents can monitor the performance of your content and provide insights to continually improve your strategy, ensuring that it reaches the right people, resonates with your audience, and achieves any goals you've established.

For example, if your LinkedIn posts are generating engagement with your followers but not necessarily growing your following, an agent might identify opportunities for reaching new users, like collaborating with established thought leaders in your industry, using targeted hashtags, or adjusting your post timing. It could tweak the tone of your messaging or experiment with different formats, like videos or polls.

Engage With Your Audience

Conversational agents are one of the principal categories of AI agents. Using natural language processing, machine learning, and behavioral modeling, conversational AI agents interact with people in a socially intelligent manner. They can help forge trust and empathy in human-AI interactions. And they can be a boon for your engagement, enabling audiences to interact with your content in a meaningful way around the clock.

AI-powered chatbots, for example, are capable of communicating with website visitors 24/7, responding to inquiries in a conversational tone. They assist with tasks such as providing product recommendations, answering questions, and

Forbes

addressing common issues—all without human intervention. When necessary, they can escalate issues to human representatives, ensuring a smooth experience. At Jotform, we let users create their own AI agents, like [our Customer Support Agent](#). This agent streamlines customer interactions by providing accurate answers to frequently asked questions, guiding users through form submissions, and resolving common issues—all of which improve customer satisfaction.

On a personal brand level, conversational agents keep the dialogue going with your audience, even when you're busy. By setting clear guidelines for messaging, your AI agent can represent you, maintaining engagement and responding on your behalf while you focus on other priorities.