

Personal Branding

Duration: 1 day

Effective Branding

- What is personal branding?
- What guidelines should you follow when developing your brand?
- What is the 5-Step approach to personal branding?

Define Expertise

- How should you approach personal branding?
- What is your expertise?

Define Mission Statement

- What is a mission statement?
- What are some examples of poor mission statements?
- What are the three areas to consider when creating an effective and useful mission statement?

Define Branding Strategy

- What are effective branding strategies?
- What can you learn from the world of marketing?
- How can you think like a marketer?
- What strategies should you consider to promote your personal brand if you are working for someone else as opposed to being self-employed?
- What is *attention economy* and how does it relate to personal branding strategies?

Design Your Brand

- What strategies can help you become more memorable?
- What should you consider for brand identity and uniqueness?
- What can you learn from politicians and celebrities?
- What can the advertising industry teach you about designing your personal brand?
- What should you consider when designing your personal pitch?

Delivering Self-Marketing

- What are the three important areas to consider when marketing yourself?
- What strategies can help you in self-marketing?