

How

build

to

your

BRAND



**What is  
Personal  
Branding?**



WHO DID YOU NOTICE MORE?



**Personal Branding is all about discovering what makes you stand out from the crowd and leveraging it as your unique selling point.**



# Before you build your brand...



Establish your goals/objectives (What do you want to be known for?)



Know your audience (Who should know about you?)



What are your tactics (How are you going to communicate with your audience/share your brand with your audience?)



What is your desired outcome - Job leads? Increased business/exposure?

*Be*

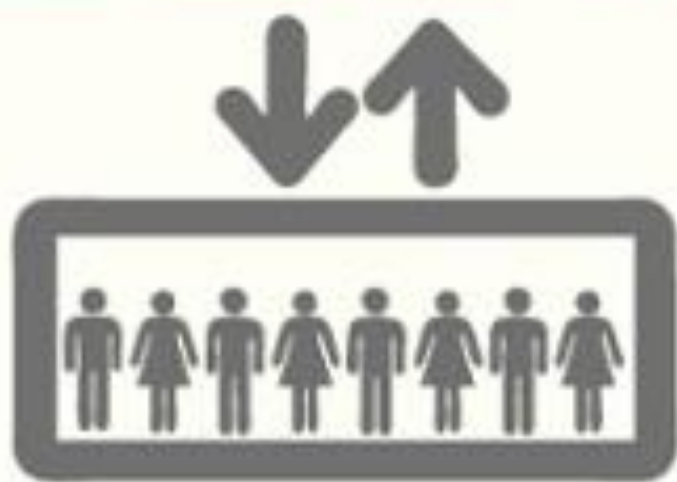
**YOUR  
SELF.**

*Everyone  
else*

**IS TAKEN.**

OSCAR WILDE

# ELEVATOR



# PITCH



**Linked** in





# COMMUNICATION



“**EVERYTHING**  
you post on social  
media impacts  
your **PERSONAL**  
**BRAND.** How  
do you want to  
be known?”

Lisa Horn, a.k.a. The Publicity Gal

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# SMART PROFESSIONAL NETWORKING





“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.”

**IF YOU BUILD IT  
THEY WILL COME**

**The End**