



Our target

1. Learn all the important stuff on personal branding
2. Build the foundation for a strong personal brand

How we'll get there

- What is a brand?
- Define our goals
- Identify what makes us unique -> Positioning
- Authentic story
- Your brand elements
- The one thing you should always do







Brand = Consistency



Why build a personal brand?

- Visibility and recognition
- Trust and credibility
- Networking opportunities
- Control over narrative
- Career security
- Enhanced online presence
- Opportunities for thought leadership
- Personal fulfillment
- Financial benefits
- Influence and impact



What makes you **different**?

- Learnings from Lesson 1.1
- Asking friends to describe you in 3-5 words
 - Ambitious, Hardworking, etc.
- Researching what other industry leaders are doing
- Ideal self
- How do you want others to perceive you?



Positioning

e.g. Expert, Innovative, Niche, Creative, etc.





Crafting an authentic story

- Key moments
- Values and beliefs
- The plot (beginning, middle, end)
- Relatable, genuine, vulnerable
- Audiences
- Different durations
- Consistent
- Iterative





Things that make up a brand i.e. **brand elements**

- Visual identity
 - Colors
 - Fonts
 - Logos
- Tone and voice
- Body language
- Content
 - Platform (Facebook, Instagram, TikTok, LinkedIn, GitHub, Behance, etc.)
 - Personal website





**Be your
biggest
supporter,
consistently!**





**One thing to remember:
In a sea of zebras,
a personal brand
can help you stand out.**

