



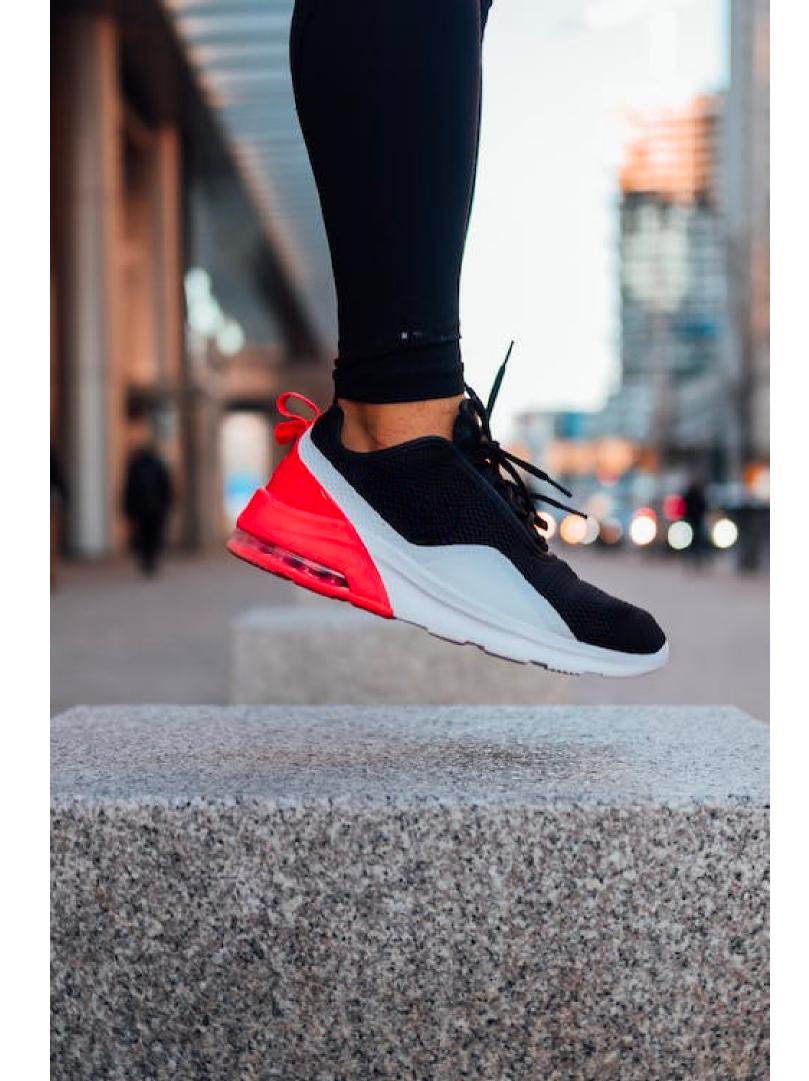
### **Our target**

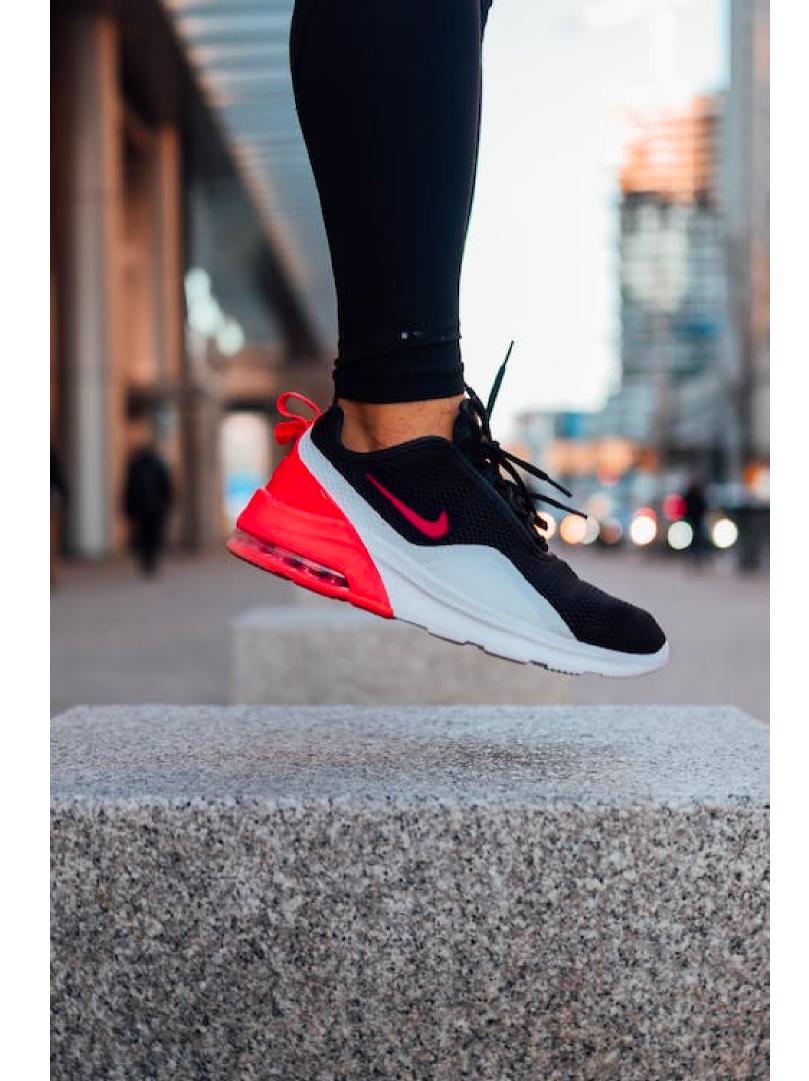
1. Learn all the important stuff on personal branding 2. Build the foundation for a strong personal brand

### 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?







# 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.

