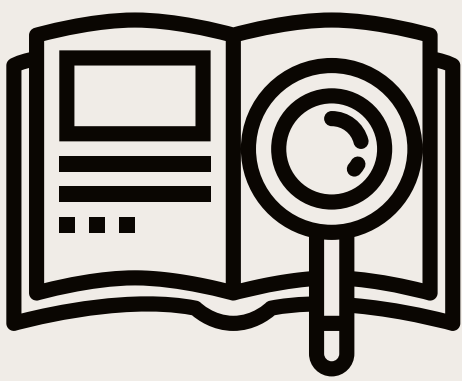


Personal Brand

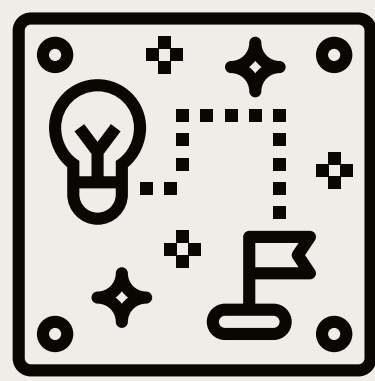
Strategy

Personal branding strategy is a plan to take your reputation and career from relative obscurity to high visibility. It describes where you stand today and what level of visibility you want to achieve in the future.



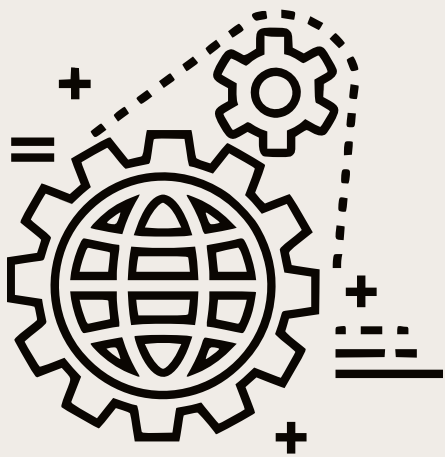
RESEARCH AND CREATE YOUR PERSONAL BRANDING STATEMENT

Define your audience at this stage and audit competition that may exist for you.



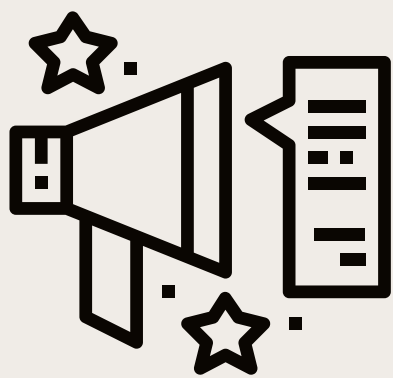
BUILD A PERSONAL BRANDING STRATEGY

Plan how to engage with your target audience and define what success will look like



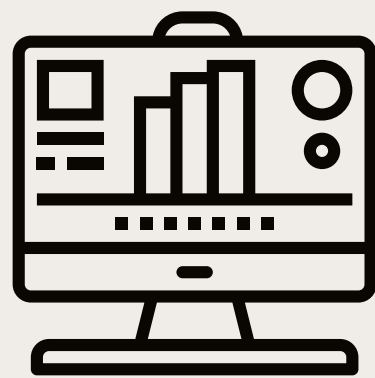
DEVELOP YOUR PERSONAL BRAND

Aim to share your personal brand through social media, networking, outreach, and speaking opportunities. Consider Personal Brand Photography, Blogging, Video Blogging, Podcasts and other ways that you could promote your personal brand in a way that your audience will consume the content quickly.



HAVE A COMMUNICATION PLAN

Controlling your presence online can be time-consuming so this plan will help you stay focused, create an effective system, & get your name out there.



MONITOR YOUR PERSONAL BRAND ENGAGEMENT

Promote positive participation and have a plan of action for effective engagement.

Do you have a vision...but need help bring it all alive?

Not quite sure where to start? Are you ready to design a brand that leads you down the right path? One that is purposeful, professional and makes your business dreams come true. Are you ready to design a brand and life that speaks to the soul of what you love? Are you ready for your ideal clients and customers to find you —even at first glance? If so, you've landed in the right place.

REACH OUT TO GET STARTED!

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