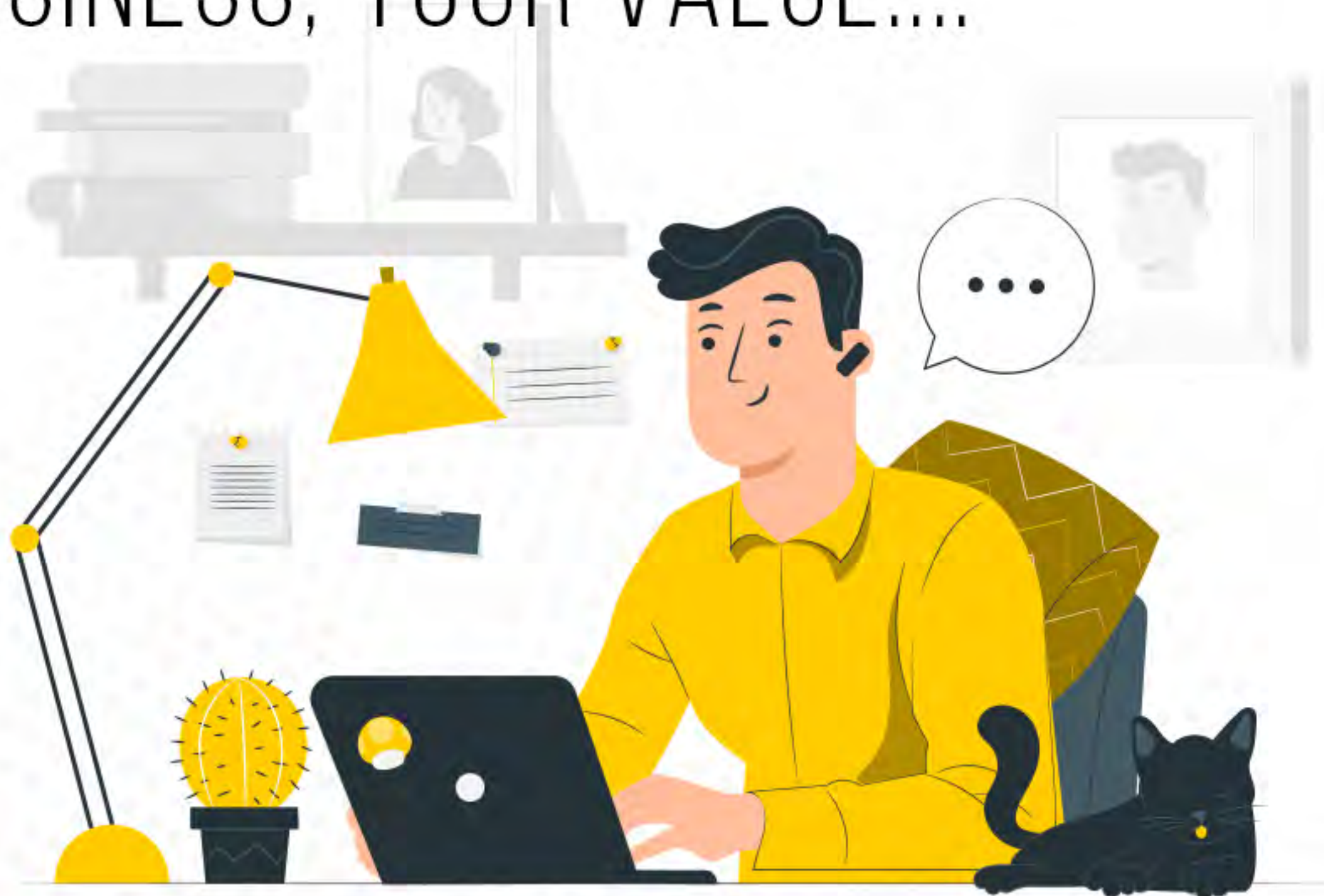


# PERSONAL BRANDING PART -2



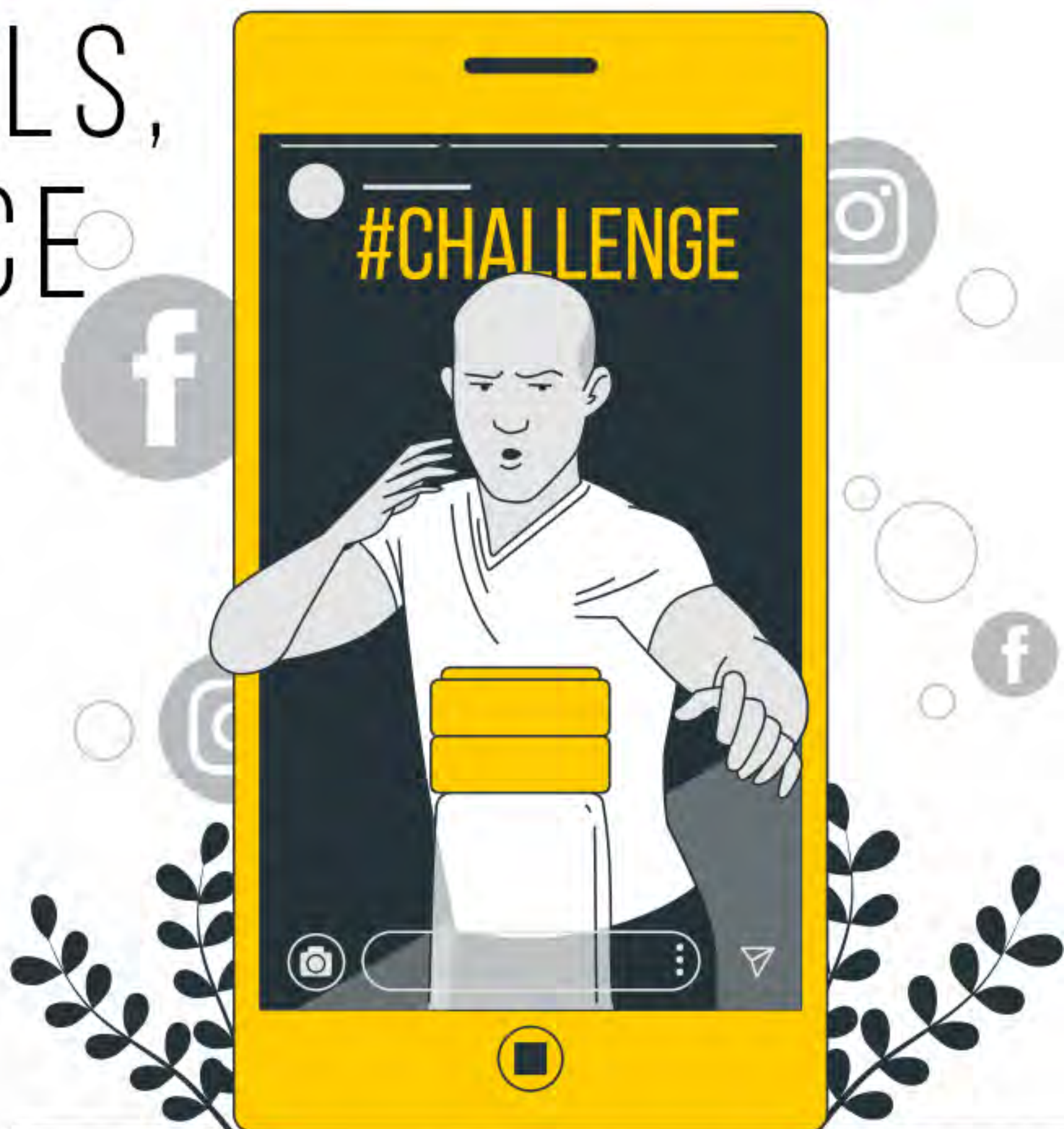
# PERSONAL BRANDING ISN'T ABOUT GETTING FAMOUS,

IT CAN SIMPLY BE ABOUT YOU,  
YOUR BUSINESS, YOUR VALUE....



# IT'S ABOUT HOW YOU PROMOTE YOURSELF

YOUR SKILLS,  
EXPERIENCE  
AND YOUR  
CONTENT



**IT'S ABOUT HOW YOU  
EXPRESS TO YOUR  
AUDIENCE AND MAKE  
AN IMPRESSION  
THROUGH STORIES ON  
SOCIAL PLATFORMS**

# SO HOW ARE YOU GOING TO DO THAT?



**(1) CREATE "UNIQUE CONTENT"**  
THAT IDENTIFIES WITH YOU

**(2) WORK ON YOUR "CONTENT STRATEGY"**  
TO ANALYZE WHAT WORKS BEST FOR YOU

**(3) "BUDGET PLANNING" FOR YOUR PROMOTION**  
(CREATING BRANDS MEANS BEING READY TO SPEND MONEY TO GROW)



**(A) "INTRODUCE YOUR PERSONALITY" IN YOUR BRAND**

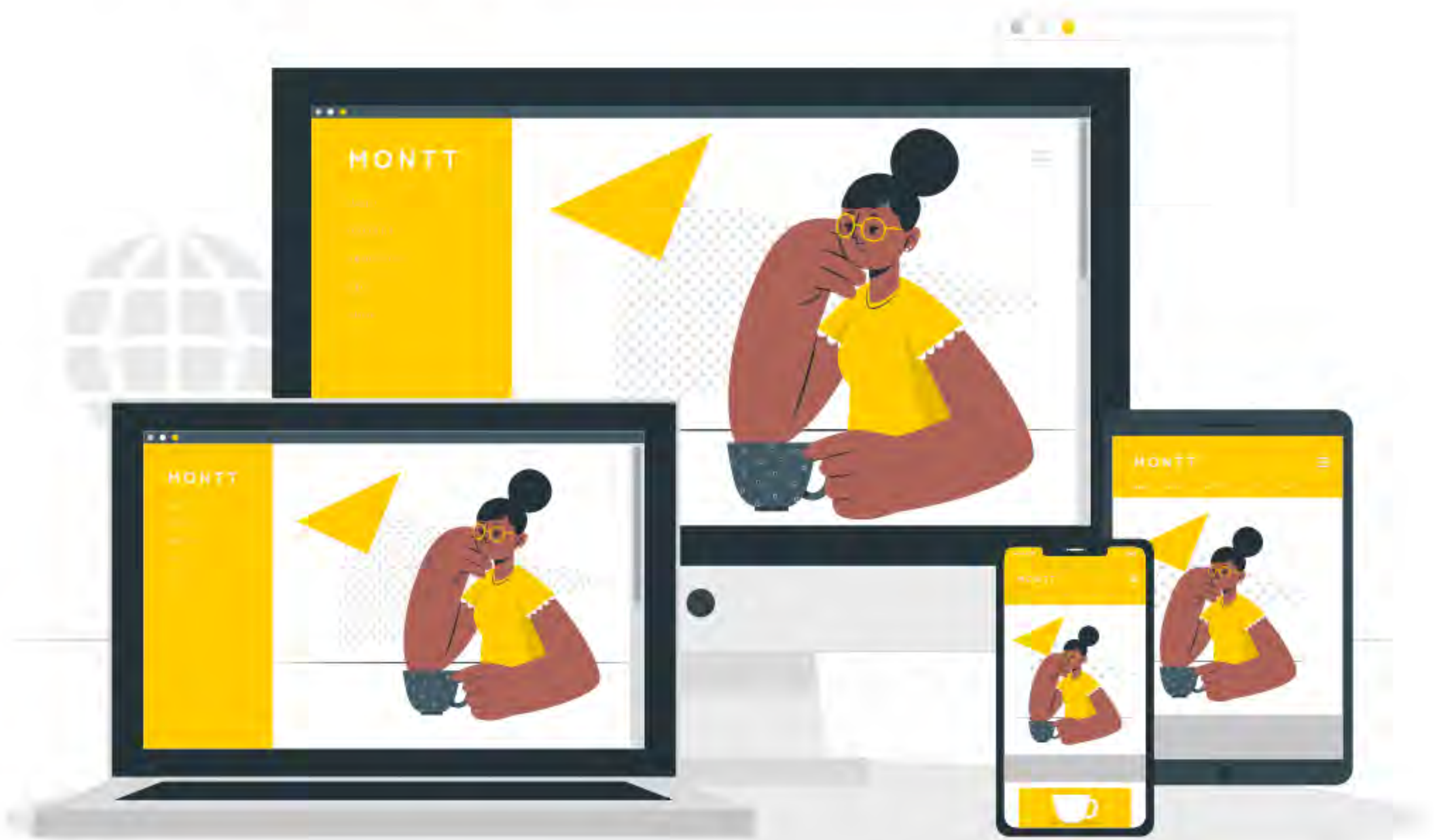
**(B) HOW DO YOU WANT TO "REPRESENT YOURSELF" IN FRONT OF YOUR AUDIENCE?**

**FOR EG:** I WANT TO REPRESENT MYSELF AS A COURAGEOUS PERSONALITY

**(C) BASICALLY, IT IS HOW YOU WANT TO BE **UNIQUE** THAN OTHER COMPETITORS.**



- (D)** MAKE SURE YOUR ONLINE ACCOUNT/WEBSITE LOOKS "**ATTRACTIVE AND WELL ORGANISED**"
- (E)** "**PEOPLE ARE WATCHING YOU**" EVEN IF THEY'RE INTERESTED OR NOT!
- (F)** BUILDING AN "**ONLINE PLATFORM**" IS THE KEY TO SUCCESS, PEOPLE SEE WHAT YOU'RE DOING  
(SO TRY TO ADD GOOD VALUE)





**(G)** AND THESE WILL LEAD TO CREATING YOUR OWN "**BRAND IDENTITY**"

**(H)** BY KEEPING YOUR DESIGN "**UNIFORM**"

**(I)** IMPORTANTLY, CHECK OUT "**WELL-KNOWN ENTREPRENEURS**" PROFILES TO GUIDE YOU.





**DO YOU HAVE ANY  
"FAMOUS PERSONALITIES"  
WHOM YOU FOLLOW?**

IF YOU HAVE,  
SHARE WITH US...

