

Personal Branding - Akshay Saini

*Jo Dikhta hai wo Bikta Hai*

Personal branding is conscious and intentional effort to create a public perception

Why do you want to build your personal brand?

Personal Brand - You know them for the reason

Ex - MSD

What are three hashtags associated with MSD?

Akshay - People know me for three things - JavaScript, Youtuber, Teacher

Because He wanted people to know him for these three things

He is creating that image in front of us

- Accidental Personal Brand
- Unintentional Personal Brand
- **Conscious and Intentional Personal Brand**

To Create a Personal Brand - You should know, What people should know you for!

Namaste JavaScript - Planned intentional effort to make a brand

You offer a product or service to people and associate a brand to it

Planned Post on LinkedIn

Hard Core Planning to put out things that we want to show

- 1 Research about the topic
- 2 Prepare the Content
- 3 Scripting
- 4 Content - Quality is important
- 5 Bring a surprise element
- 6 Enjoyable Content

Content is not only things what will work, you have to make your content engaging

Content 50%, It is a way of presenting!

Before shooting, AKshay has already rehearsed it 4-5 times

You have to be unique in your personal brand so people will remember you!!

Recording a video is like teaching a camera.

All jokes are scripted.

Initial 5-10 seconds of video or content should catch the attention of the audience.

A good teacher is a good actor and good artist.

Confidence, Enthusiasm should be there in content

When he is in front of the camera, he is like on stage. And there are many students sitting. He has trained his subconscious like that.

**\*\* While you are intentionally creating a brand, Don't fake things. Be Genuine and Honest**

1. Find out ways to be unique
2. Personal branding is not about platform, It can be anything
3. When you write a post everyday, then you are expecting to get one of those posts viral and you accidentally become a personal brand. - Not recommended by Akshay
4. Stick to your content
5. Don't create a negative vibe from your content. Ex- Layoffs, Is there future of Development, etc
6. Creating a positive image from your content.
7. Don't get into negative comment, hate post or controversies
8. Creating a emotional connection with your teaching style or content

Motivation is a Myth. Stop seeking motivation.

Be cautious about everything that you put out on social media.

Whatever you do, put your heart and soul into it.

Akshay - Teaching with authority. Authoritative

Summary

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Personal brands are built strategically.

Be sure about what you want people to know you for.

Be unique.

Be Honest with your content.

Be cautious when you are building your personal brand.

Even before people know you, you should know what people should know you for.

Personal brand is an attitude, vibe that the creator carries.