

Designing Your Personal Brand: Hackpack

January 16, 2020 / 8:30 PM - 9:30PM EST

Workshop Lead Contact

Grace Ling

@Grace ✨ #0001 (Discord handle)
graceling08@gmail.com

Pre-Workshop Checklist

- Review the [Workshop Syllabus](#) and brush up on prerequisite knowledge
- Get ready to learn, self reflect, and up your social media game! 🧐🎓✨

Additional Resources

Workshop-Specific Resources

[Workshop syllabus](#) - This workshop's motivator, prerequisites, learning outcomes and schedule.

Reading

- Database of articles, podcasts, and reports to help build your personal brand ([link](#))
- 10 Golden Rules Of Personal Branding ([article](#))
- Guide to Personal Branding ([article](#))
- Personal Branding Books ([list](#))

Tools to build your own personal brand

- Personal brand development workbook ([PDF](#) - 42 pages)
- What is personal branding + personal branding health checker ([article](#))
- Long list of personal branding development resources (bio templates, LinkedIn profile assessment, email signature generator, cover letter templates, and more) from Hubspot ([list](#))

Up your social media game

- Schedule posts for Instagram and Facebook (for free) using [Facebook Business Manager](#) on your page
- Social Media Examiner (in depth articles, videos, shows, and events about everything social media) ([link](#))
- Long list of Social Media Marketing Resources ([link](#))

General Resources

[Hack the North 2020++ Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this week.

[All Hack the North 2020++ Workshops](#)