



## 03 BECOME ONE-OF-A-KIND EXPERT

Maybe the industry you want to work in is a saturated niche. What industry isn't? The truth is, there are a number of people who do what you might want to do, but that doesn't stop anyone from staying active. **The thing that separates one from others is that there's only one, and that's you.** No one else has your personality, values, beliefs, or experiences. These are unique to you and therefore unique for your audience. To build a connection with people, consider what makes your story unique but relatable. Find your angle and **position yourself as an expert in your industry** that your audience needs.

## 04 STAY CONSISTENT

Try to have the **same photo wherever your professional presence is living.**

You also need to stay consistent when posting on your chosen social media sites and blog. Consistently engage on LinkedIn. Depending on where you're at in your career, you might have time to post daily. **Set a schedule you can commit to and stick with it.** Recruiters, potential employers, colleagues, and your audience will notice that **you're dedicated and active.** By staying consistent, you'll stay fresh. Creating daily content can be a challenge but it not only helps one to try new things but also generates new ideas to travel through. **Creating a professional online presence isn't hard, but it requires effort on your part.**

