Branding yourself

Taught by:

Covered in this lecture:

How to create a strong online personal brand

► Another thing that will help you a lot in getting a job in product management is having a good personal brand online

► **The best way to demonstrate credibility is to have a website or blog where you talk about PM and where you post your side projects**

● Topics that you can write about:
1. Why a product is poor and how it can be improved
2. What you've learned from your top 5 mistakes
3. Write product management book reviews
4. Write a post on your throughts on the effects of new technology and industry trends on the market

► It's very important that you have a public social media account where you can interact with your readers

► You can go to Quora.com and ask or answer questions related to products and product strategy

See you next lecture!