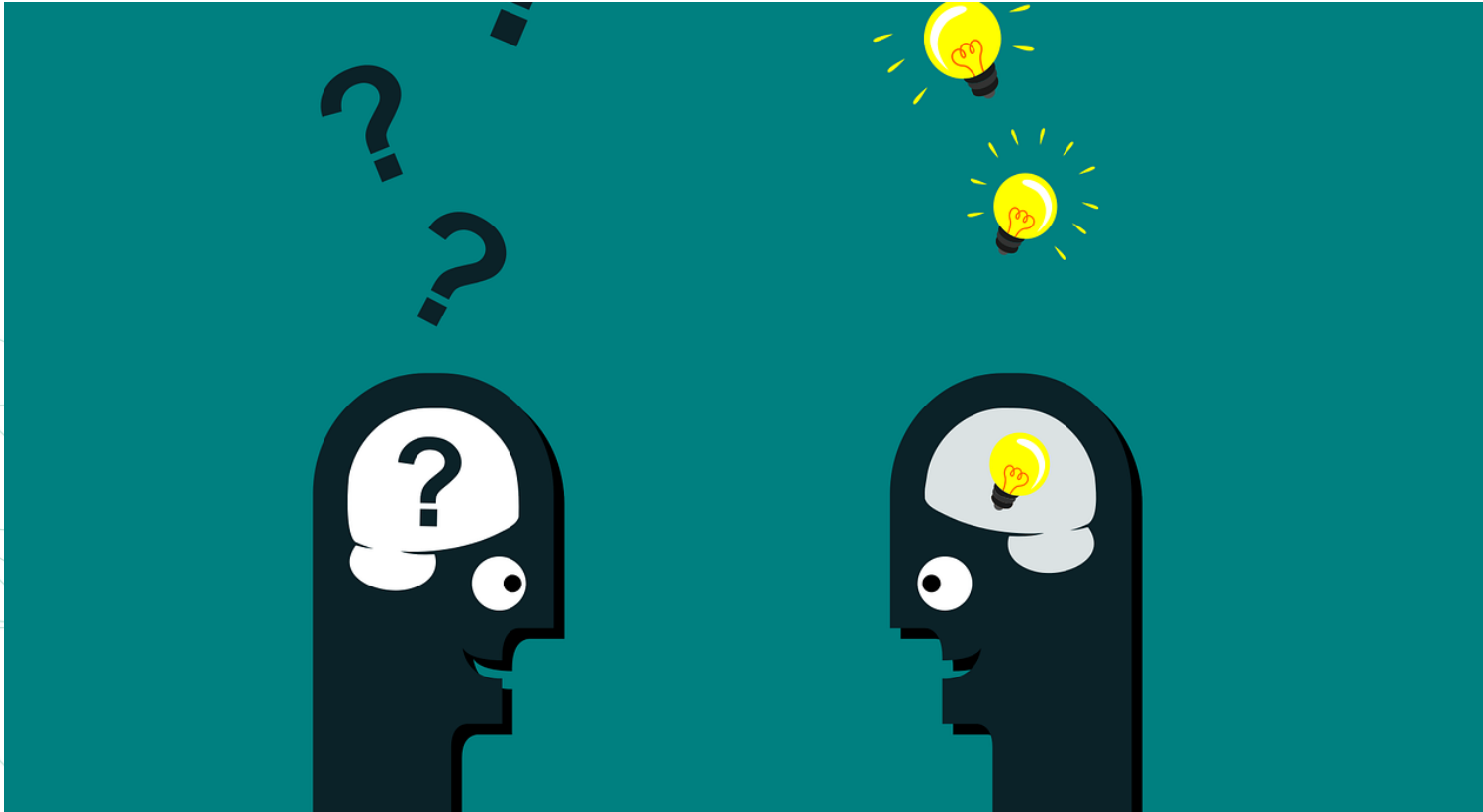


# Personal Branding



# Why Personal Branding?

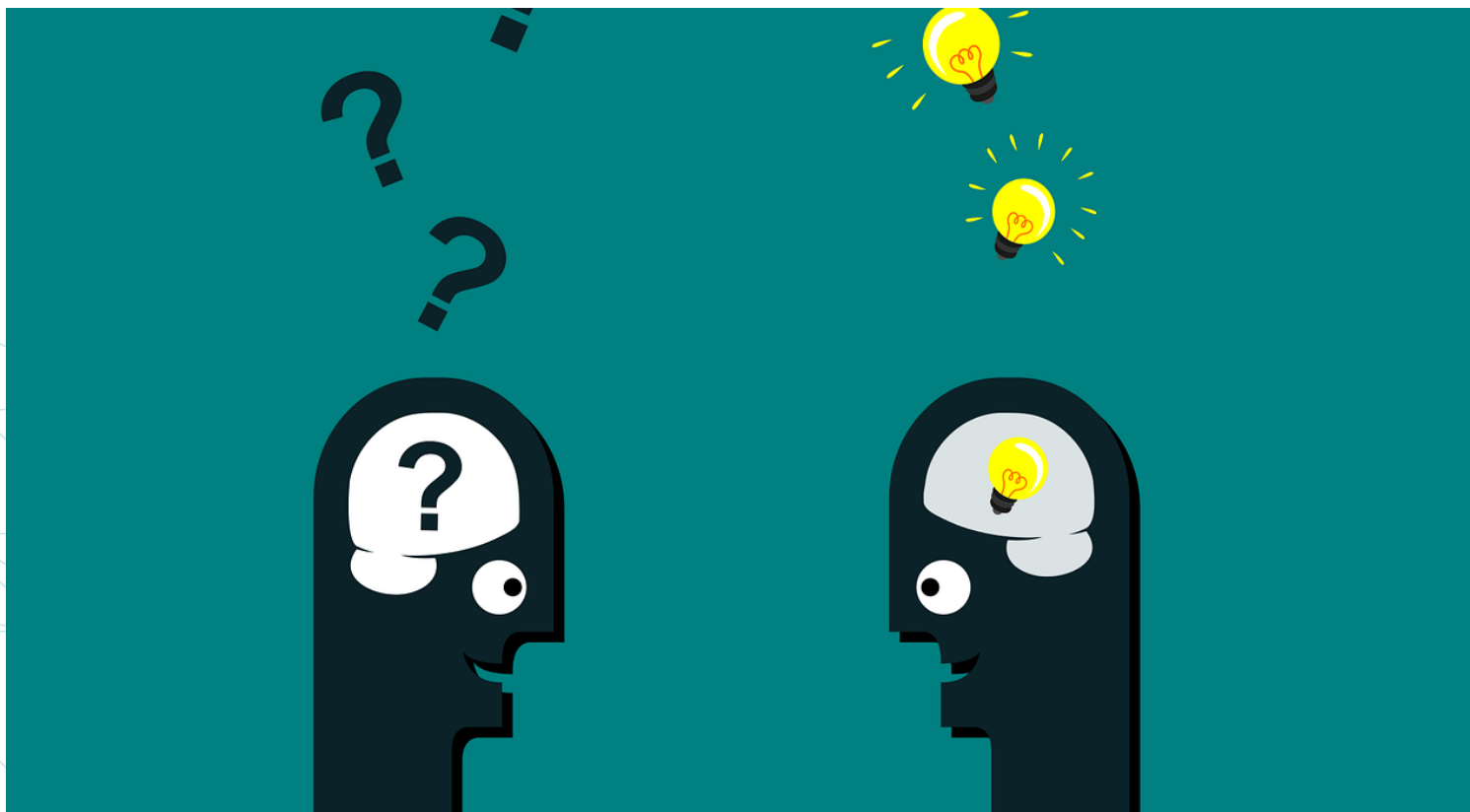


# Why Personal Branding?

- Think of your favorite brands. What makes them memorable? What value do they provide, and how do they communicate it?
- Just as products and services must be branded to communicate their differentiators and attract customers, you can craft your brand through a practice called **personal branding**.



# What is Personal Branding?



# What people will say about you when you are not in the room





echoac

 Canada

★★★★★ 5 | 4 months ago

very easy to work with and very professional



Helpful?  Yes  No



mft\_author

 United States

★★★★★ 5 | 3 months ago

This is my third project working with him and his team. Their professionalism, execution and communication are outstanding. The quality of their work makes it easy to continue to invest in doing projects with them. I highly recommend them as a technology solution and partner.

Helpful?  Yes  No



w\_jk13



Germany

★★★★★ 5 | 1 month ago

Working with Muhammad and his team was an extraordinary experience that truly set a new standard for customer service and technical proficiency in my book. From the outset, Muhammad displayed an **impressive commitment to understanding** our needs,... [See more](#)

Helpful? ☐ Yes ☐ No



mft\_author



United States

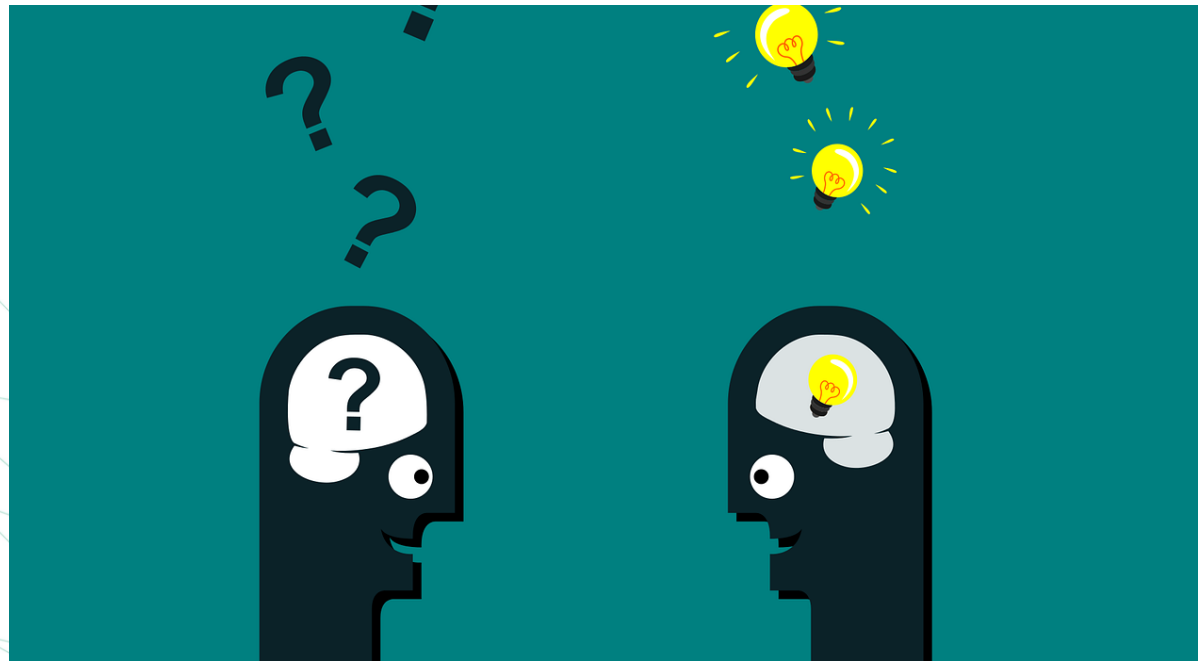
★★★★★ 5 | 1 week ago

This team continues to deliver outstanding work. **I appreciate their focus on understanding the scope and details expected** of the project, their communication and their high quality results. I will continue to work with them in future releases of the project.

Helpful? ☐ Yes ☐ No

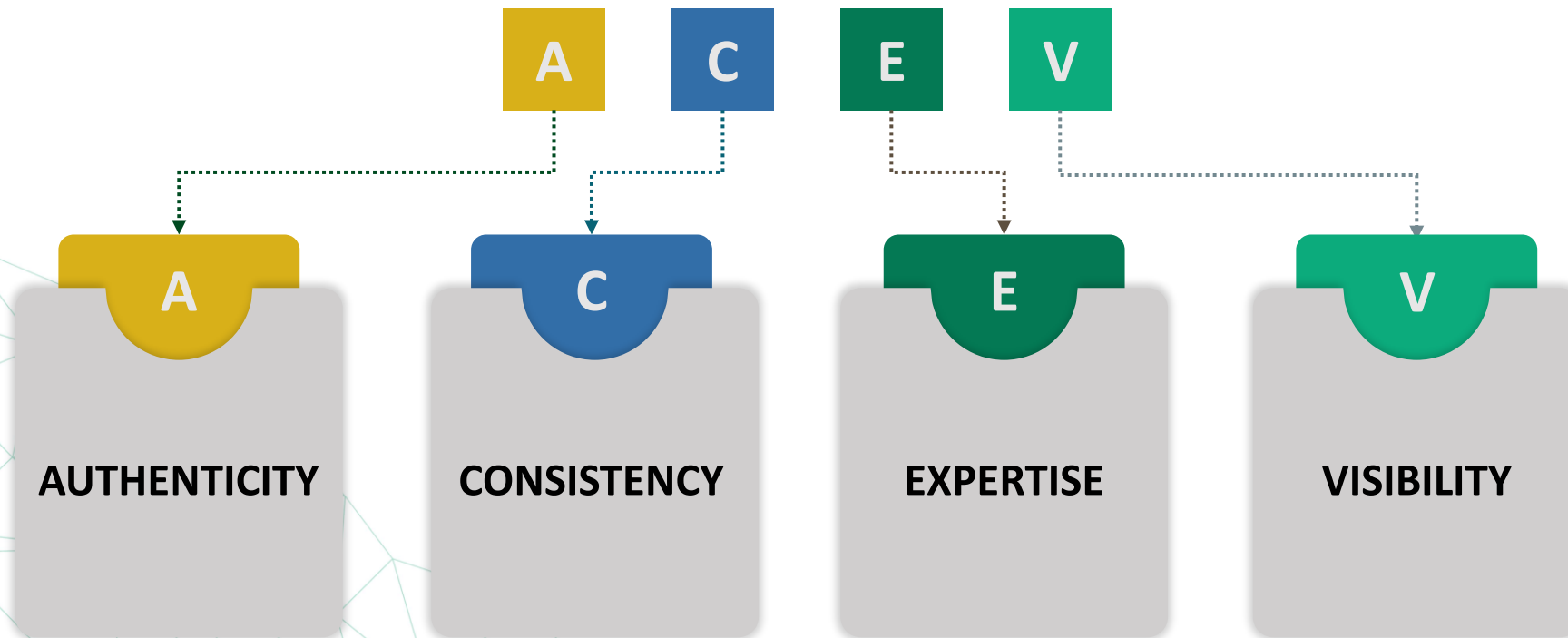


# What makes a Powerful Personal Brand?





# Pillars of A Powerful Personal Brand



# Authenticity

- Authenticity means being true to who you are, your values, and your beliefs.
- When your audience can truly resonate with the mission you're on, they will become loyal followers.
- It's about transparency and honesty in your communications. People connect with genuine personalities.
- Authenticity builds trust and loyalty, which are foundational to a strong personal brand.



# Consistency

- Consistency is the most important pillar of your personal brand.
- Whether it's through your social media posts, public appearances, or everyday interactions, maintaining a consistent image and message will solidify who you are in your audience's minds.



# Expertise

- Your brand should highlight your knowledge and skills.
- You position yourself as an expert by sharing insights, offering real solutions, and demonstrating your expertise (testimonials, case studies, etc.)
- Engaging with other people's content by adding value and sharing more insights is a great way to connect and further establish yourself as an authority.





# Visibility

- A strong personal brand requires visibility.
- Be active on platforms where your audience is and be consistent.
- Leverage platforms like LinkedIn for networking and value content, Instagram for storytelling, Twitter for real-time engagement, and blogs, podcasts, or a newsletter to share deeper insights.

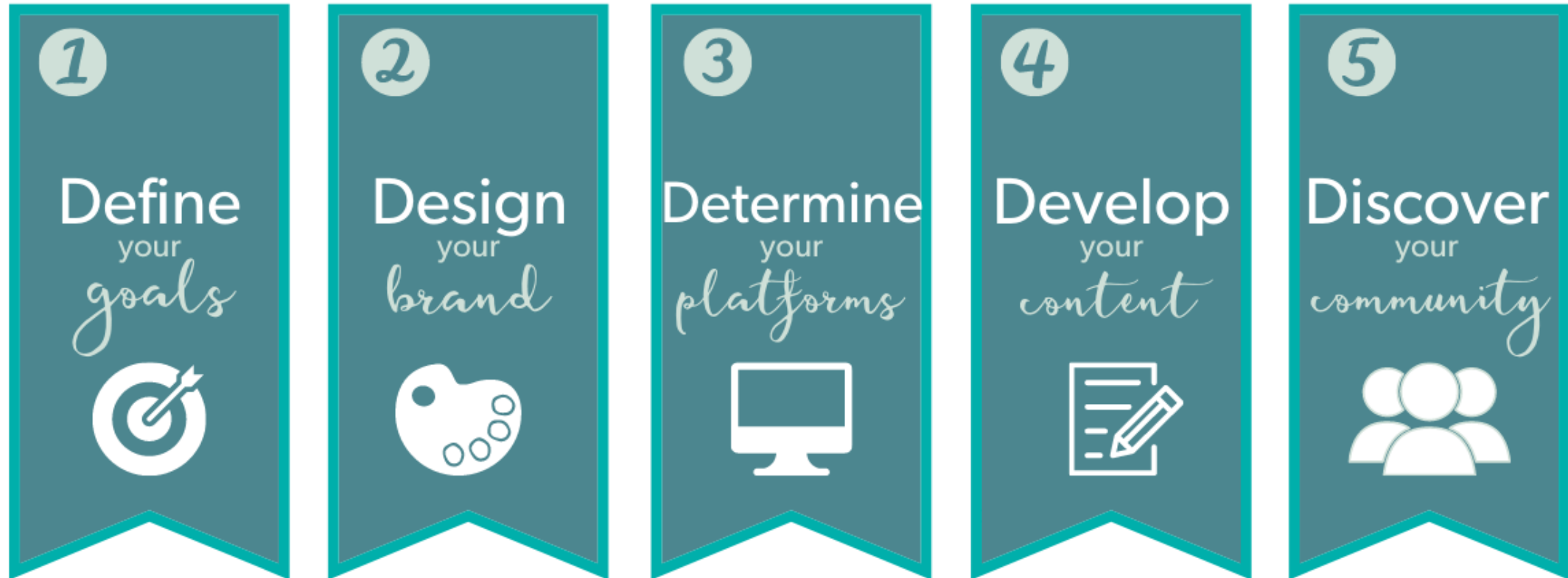


# Elevate Your Freelancing Brand

## Personal Branding Framework



## Leanne Calderwood's Personal Branding Five Dimension Framework





# 1. Define your Goals

These questions can be asked as you work through this first pillar. Some examples of goals could be:

- a) to nurture a relationship
- b) to create a sale
- c) to attract opportunities
- d) to seek new job positions and roles
- e) to contribute to the industry



## 2. Design your Brand

Some things you may want to amplify include:

1. Your personality
2. Your strengths
3. Your traits
4. Your passion



# Brand Story



**Elevator Pitch**

# Create a Visual Identity

## Elements of a Visual Identity

- Logo
- Color theme
- Language
- Typography ( Font – Size )

**Product ( Visual Identity Guide )**



## 3. Determine your Platform

Some platforms include:

Personal website, LinkedIn, freelancing platforms





# Make your LinkedIn Profile Stand Out

LinkedIn



# LinkedIn Tips

**1**

ADD A  
PROFESSIONAL  
HEADSHOT AS  
YOUR PROFILE  
PICTURE

**2**

ADD ANY  
CERTIFICATIONS  
OR AWARDS

**3**

CREATE A  
UNIQUE AND  
RELEVANT  
HEADLINE

**4**

ASK PEERS OR  
PROFESSORS TO  
ENDORSE YOUR  
SKILLS

**5**

UPDATE YOUR  
PROFILE OFTEN

**6**

SHARE YOUR  
BIGGEST  
ACADEMIC AND  
PROFESSIONAL  
ACHIEVEMENTS

**7**

FOLLOW GROUPS,  
INDUSTRY  
PROFESSIONALS,  
AND COMPANIES

**8**

USE YOUR  
ELEVATOR PITCH  
AS YOUR ABOUT  
SECTION

**9**

COMMENT AND  
REACT TO YOUR  
CONNECTIONS'  
POSTS



## 4. Develop your Content

Content can take many forms, some forms include:

1. short social media post
2. long-form articles
3. video posts
4. audio content
5. images

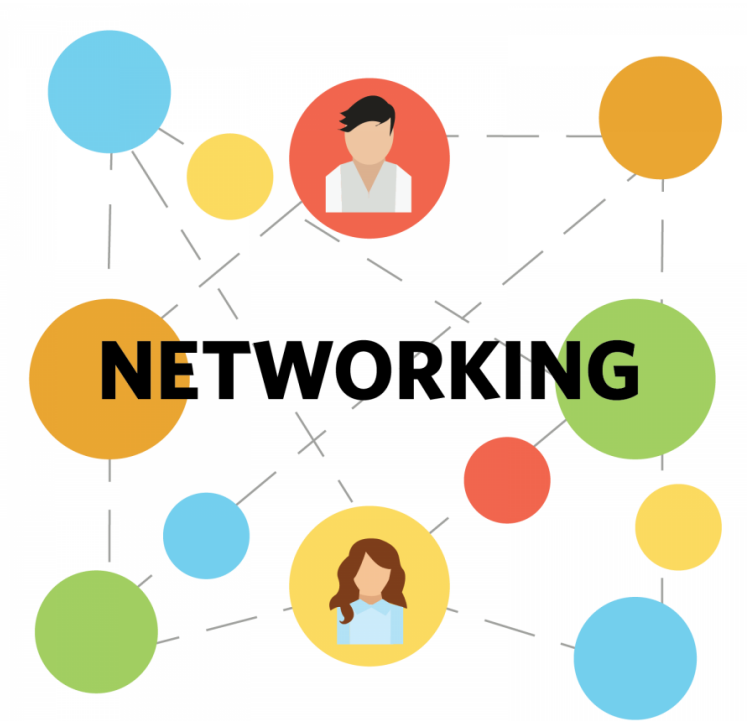
## 5. Discover your Community

You can engage with your community in several ways:

1. engage with your community via social media
2. send engaging emails
3. direct messages
4. direct mentions in posts
5. networking (virtual and in-person)

# Networking

- Networking is personal. Forming a new relationship involves dedicating time to making connections.
- Finding ways that you feel comfortable getting to know someone will set you up for success.
- Some people thrive at a large event, while others prefer to meet through networking apps like LinkedIn.



# Rules for Effective Networking:

- Use positive language with a touch of empathy.
- Listen closely and avoid interrupting the customer.
- Use consistent brand vocabulary.
- Give thorough answers to technical questions.
- Make communication clear and concise.

# Recap

*Now we know how to:*

- Define personal branding
- Create a powerful personal brand
- Apply effective networking tips



# Q&A Session





# Thank You!

## Thank you for your attention!