

FOUNDATIONAL WORK SKILLS

Personal Branding & Marketing Yourself





INVESTING IN YOUR PERSONAL BRAND

Your personal brand is both your most unique asset and the most effective marketing strategy you can use.

Knowing about personal branding may greatly advance your professional or commercial endeavors.

Traditional business executives who have developed a strong personal brand make use of that brand's influence to expand their networks, reputation, and, of course, their income.

Additionally, savvy company owners encourage their staff to make investments in establishing their internet presence in addition to devoting time to establishing and growing their own personal brands.

Developing your own brand has many advantages, both personally and professionally.



THE FOUNDATION OF CREATING YOUR PERSONAL BRAND

Here are three things to ask yourself to lay a strong foundation for organisation and how to further enhance your own brand.

It's crucial to look within since, in the end, it's what sets you apart from the competitors and something no one can take from you.

What do I feel strongly
about?

What skills do
I have?

What gives me
credibility?



WHAT DO I FEEL STRONGLY ABOUT?

Your personal brand should always have a core objective that you are genuinely passionate about.

Find your professional and personal passions, as your personal brand should combine your current knowledge with anecdotes and life lessons from your actual experience.





WHAT SKILLS DO I HAVE?

Be sure to concentrate on utilising your strength to your advantage when building the foundation of your personal brand.

Are you, for instance, an excellent public speaker, writer, or photographer? Don't try to be something you're not; instead, identify the areas in which you know you excel. Since authenticity is essential to personal branding, you should present your audience with the real you.





WHAT GIVES ME CREDIBILITY?

The adage "Brand yourself before others do" is true.

So consider it: What abilities have you developed throughout the course of your experiences? What education, experience, accolades, certificates, and/or track records of accomplishment do you have to support your credibility?





EXERCISE: CREATE YOUR PERSONAL BRAND

Your brand foundation will begin to take shape as you begin to put pen to paper or fingers to keyboard and respond to each of these questions.



MARKETING YOURSELF

This is a skill that everyone should develop. You'll be ready to establish yourself as an authority after you comprehend the fundamentals. Here are 4 tested methods for successfully and successfully marketing yourself:

1. **Identify your niche:** What do you find interesting? Your skills? Your interests? Consider the ways in which you already combine these components, and consider the ways in which you may involve them in creative thinking and problem-solving. Concentrate on the unique qualities you have to offer.
2. **Aspire to have your expertise recognised:** By accumulating knowledge, you can demonstrate your knowledge. Boost your reputation and share your well-informed viewpoints. The ability to distinguish between information and relevance is the mark of competence. Establish connections with opinion leaders and media figures in your industry and neighbourhood.
3. **Be of service to others:** Do your best to assist as many individuals as you can by developing a reputation as a trusted advisor. How can you make the most of what you do to help others? Perhaps you could donate your skills to a nearby nonprofit, organise an internship, or serve as a mentor to someone just starting out.
4. **Develop your social presence:** Spend quality time on platforms like Twitter, LinkedIn, Facebook, Instagram, and online communities for your sector.