

Craft Your Destiny

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Personal Branding Myths

Personal Branding is Not For You

Your Personal Brand is Social Media

Your Personal Brand should have Millions of followers

Your Personal Brand is a Self Centre (Salesy)

Why Personal Branding?



Hidden Opportunities



Thought leadership



Credibility and Trust



High ticket

How to Build Your Personal Brand

Brand Identity

- Core Values
- Audiences
- Brand Story
- Elevator Pitch

Brand Image

- Look and Feel
- Visuals
- Profile

Brand Awareness

- Messaging
- Social media

Brand Exposure

- Guest Speaking
- Networking
- Publications

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We **Brand** People, Not Companies