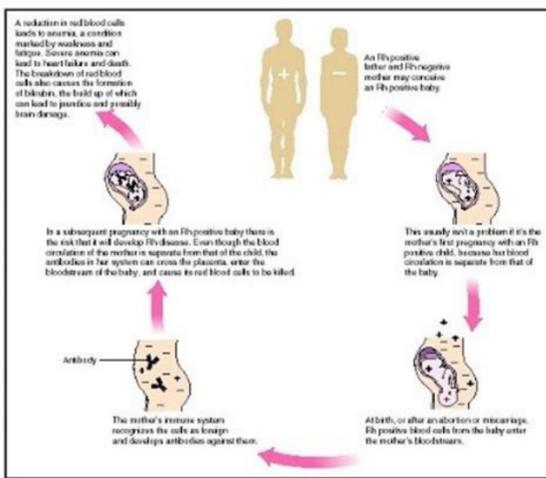


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PERSONAL BRANDING WORKSHEET

"LinkedIn Summary Worksheet Prep Work" by Emily Scamuso, www.namemarklife.com

PART I: YOUR PERSONAL BRAND - WHO ARE YOU?

QUESTION	EXAMPLE	YOUR TURN
<p>What are your core strengths or top skills?</p> <p>Think about what do you do better than anyone else? What are you naturally good at? What do others say about you? What do you highlight on your resume? Be sure to list only skills you enjoy!</p>	<p>Writing Data analysis Designing promotional campaigns Marketing plans Technically savvy</p>	
<p>What are your personal attributes, your personality traits, or adjectives that describe you?</p>	<p>Collaborative Resourceful Visionary Creative Forward thinking</p>	
<p>How are you unique? How do you stand out? What differentiates you from competitors?</p> <p>Think about your expertise, personality characteristics, how you get things done.</p>	<p>Have used data analysis to measure campaign success Stay abreast of latest environmental issues and trends Experience in marketing and social media Business experience Involved in all aspects of marketing campaigns</p>	
<p>What are your passions? What do you care about deeply?</p> <p>Think about your interests that fascinate, excite, or energize you. What do you do in your free time? What are your hobbies?</p>	<p>Environment Advocacy Social media</p>	

Strategy: One-Page Strategic Plan (OPSP) Organization Name: _____

People (Reputation Drivers)

Employees: 1. _____ 2. _____ 3. _____

Customers: 1. _____ 2. _____ 3. _____

Shareholders: 1. _____ 2. _____ 3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenue</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap/Cash</td><td></td></tr> <tr><td colspan="2">Sandbox</td></tr> </table>	Future Date		Revenue		Profit		Mkt. Cap/Cash		Sandbox		<table border="1"> <tr><td>Yr Ending</td><td></td></tr> <tr><td>Revenue</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr Ending		Revenue		Profit		Mkt. Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.			
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Strengths/Core Competencies: 1. _____ 2. _____

Weaknesses: 1. _____ 2. _____

BRAND POSITIONING STRATEGY USING SEARCH ENGINE MARKETING

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Personal branding là gì.

More sophisticated marketing platforms such as Salesforce, HubSpot, and Infusionsoft also include email delivery services. In fact, many of them admit that they aren't the smartest or most knowledgeable people in their fields. And we've turned it into a successful turnkey program that equips any expert with the tools and skills to become an industry star. It's as much art as science. Step 12. If you can become associated with an issue, or if you take a controversial or counterintuitive point of view, it's often easier to gain notice. But that's okay. Later, you may want to try out more advanced features, such as personalization, segmentation and automated drip campaigns. If you have a fear of public speaking, you should at least try to conquer it. Facebook, YouTube and others may make sense in some cases, but I suggest that most experts spend their limited time elsewhere. Hinge University and can be a good place to learn the basics, though there are many valuable online resources. Even better, put them up on your website bio page where interested parties can find them without asking. Email marketing service. If your blog is for introducing gobs of new people to you, email marketing is how you turn many of those readers into loyal followers — even raving fans. So you won't have to experiment. The next platform to join is Twitter, which you can use to promote your content. It's also for marketing directors at professional services firms who are tasked with making their organization and people more visible. Good luck. And happy climbing! At Hinge, we've literally written the book on how to become a Visible Expert®. Okay, let's talk skills. Level 5: Global Superstars. The world's elite experts, Global Superstars have broken out of their niches and become recognized more broadly in their industries. (That said, it's perfectly normal for even an experienced speaker to feel nervous before delivering a speech.) If you are new to public speaking, start by addressing small groups — at the local chapter of your professional association or chamber of commerce. Check out Hinge's Visible Expert Program and see if it's right for you. Your blog can either reside on your firm's website (this is preferable, since it can boost your SEO performance), or you can create a separate blog. What types of experts do they seek out most? And if you look around at the highest profile experts in your field, chances are most of them have written one or more books. So it's okay — in fact, it's important — to devote part of your workday to upgrading your personal brand. Step 6: Assess your skills. This is perhaps the most challenging part of the program if you are doing it yourself. If you need to get buy-in from others in the organization, explain what you are trying to achieve. The chart below shows the relative billing rates for each Visible Expert level. 3. This list, of course, just scratches the surface. Think webinars (which are just a different take on public speaking), advertising, public relations, SlideShare, video and web analytics, to name just a few. In many cases, clients will seek out an expert — cutting out the competitive proposal process entirely. Here are a few others: Highly visible experts attract more media attention. To find these opportunities, you will need to research these online publications and reach out to their owners or editors. Dicho de otra manera... Using offers to download valuable educational content such as executive guides and whitepapers, you can entice a certain percentage of your blog readers to opt into your mailing list. Level 3: Rising Stars. These experts have developed a regional reputation. And this brings me to... Step 7: Determine who is going to help you. Most of us will need at least a little help along our journey, and many will need a great deal of it. If you are new to content marketing, or if you just want a refresher, I suggest you read over our free Content Marketing Guide for Professional Services. Websites — both firm sites and personal ones — appear on the list. It describes where you stand today and what level of visibility you want to achieve in the future. Unfortunately, I don't have space here to address them in detail. Whatever your role, there is one fundamental I can't teach you — you have to have bona fide expertise in your field. Level 2: Local Heroes. These individuals are beginning to become known outside of their firms. By the end of this article, you will have a powerful advantage that these experts didn't: Hinge's research has identified what really works and what's a waste of time and money. En qué se parece? Or try a peer support group, like Toastmasters. Before you jump immediately to Global Superstar, keep in mind that each successive step requires more effort and time than the step below it. All you have to do is take that one first, small step. The 7 Critical Tools for Personal Branding One of the most important things we learned from our research was which marketing tools have the greatest impact on an individual's personal brand. We'll send you it along with the latest version! It includes the PDF files of these languages: Have you ever wondered why certain individuals in your field rise out of nowhere to national prominence? Work with an experienced writer or editor. If you don't have the time or inclination to work on your writing, that's okay! You can always hire a writer or editor to turn your subject matter expertise into sparkling prose. Most Visible Experts start their journey here. Or are they privy to some magical personal branding strategy that the rest of us don't know about? You may commit some of your personal time to it, as well, but it's an ongoing project, one that will never end. Gersther Jr. Free Powerpoint Templates Page 22 Personal branding Es una forma de triunfar en el mercado laboral Con el marketing individual se construye el sello que nos diferencia Hay que crear una identidad nica del profesional en el mercado laboral Free Powerpoint Templates Page 23 Free Powerpoint Templates Page 24 Se puede explicar cuando una persona trata de moldear su comportamiento natural solamente para manejar una situacin particular o modificar la forma en que es visto delante los otros. At some point, people will begin asking for you. I have one caveat, however. Then look around for active groups you can join that are frequented by people in your target audience. Cmo quieres que te vean? If you have made it this far, I assume you are committed to a long-term program to build your personal brand. Without these two tools, the others will be far less effective. But if you can't pare down the services you offer, you can at least plan to narrow what you write and speak about. Either way, make sure you've got a nice looking, legible email template ready to go. It's natural to feel overwhelmed at first, especially if you are busy already. And eventually a few will want to hire you and your firm on the basis of your reputation alone. Building a successful personal brand — one that propels you to prominence in your field — is actually easier than it looks. A book. Here are a few things it might include: Detailed personal bio Academic degrees Certifications Awards Publications Presentations Important projects Associations Affiliations Speaking videos To see an example of an effective bio page, check out Katrina Christakis' bio on her law firm's website. But if you want to be an effective teacher and build a compelling personal brand around your expertise, you must be able to produce clear, nontechnical prose that's a pleasure to read. Nada habr una segunda oportunidad para dar una buena primera impresin Free Powerpoint Templates Page 27 If you're sick of reading articles about Personal Branding that don't explain how it's done, then this is for you. The Personal Branding Canvas will help you understand your Personal Brand and how to improve it, even if you don't have advanced Marketing skills. The Personal Branding Canvas, downloaded by thousands around the world, is the easy to use and practical visual framework that helps you understand why you are special and how to let others know it. Download the PDF file of the Personal Branding Canvas along by simply clicking on the button below and together with the rest of our Professional Innovation Toolkit. (Looking for the old 9 block version? In other situations, professionals use search to find thought leaders in their field. Objetivos, crecer y desarrollarse continuamente, y por supuesto desarrollar una identidad propia con ventajas competitivas que se evidencien filmente Free Powerpoint Templates Page 10 Personal branding Ustedes me necesitan, YO soy la mejor opcin para su empresa Free Powerpoint Templates Page 11 Free Powerpoint Templates Page 12 Posicionamiento al 'lugar' que es la percepcin mental de un cliente o consumidor tiene una marca, lo que constituye la principal diferencia que existe entre sta y su competencia Personal branding Fuente: Free Powerpoint Templates Page 13 Personal branding Fuente: Free Powerpoint Templates Page 14 La marca adems de ser lo que yo quiero mostrar, es tmbin lo que mi receptor ve Free Powerpoint Templates Page 15 Personal branding Resaltar mi personalidad Estilo de vestir Cmo hablo Comportamiento Resaltar atribuciones sin caer en las mentiras Cules son mis fortalezas Cules son mis debilidades Cmo trabajar cada una de ellas Free Powerpoint Templates Page 16 Free Powerpoint Templates Page 17 Personal branding Manejo en una entrevista: Investigacin previa a la entrevista Revisar valores, conductas Acompasar con el entrevistador Prestar atencin al entorno del entrevistador Tener una apariencia personal adecuada Free Powerpoint Templates Page 18 Cmo diferenciarse de los dems para tener xito profesional? That means carving out a little time each day to work on one or two pieces at a time. A book can be a heavy lift, so don't feel like you have to tackle it right away. If you have
experience with webinars or video, go ahead and make them part of your plan. Phase II: Setting Up Your Infrastructure Step 8: Create your media kit. Hire a pro to take a few photos of you and write a short and long version of your bio. They command the highest fees, and firms around the world want to be associated with them. Having an angle also gives you an anchor — a unique perspective — that will mark each piece of content you develop as yours. So it would be wise to at least familiarize yourself with the fundamentals of each. Are you a Level 1 Resident Expert or a Level 3 Rising Star? That said, the more you know, the more likely you are to grow. A personal branding strategy is a plan to take your reputation and career from relative obscurity to high visibility. And most weren't born with exceptional charisma. Which skills do you need to work on most, and which would benefit from a refresher? You see, your reputation as an industry leader will be built to a great extent on your ability to translate complicated material into easy-to-understand language. Why aren't Level 5 experts getting the love? When writing, always keep your target audience in mind. Level 4: Industry Rock Stars. These names are well known across the nation for their niche areas of expertise. They are more active in their local business communities, often speaking at business functions and blogging. Set aside time each day to work on new skills. The most effective way to tackle a long-term project is to make a habit of it. Don't try to do many things at once. Use the descriptions in the section above titled Five Levels of Visibility to determine your baseline position, or read Chapter 3 in The Visible Expert for a more fulsome explanation of each level. Step 2: Identify your specialized area of expertise. You are already an expert in something, but is that "something" fairly broad ("family law," for instance), or is it very specialized (such as, "child custody law")? Your driving impulse is to be helpful. Start building your job around it. Every year, more and more organizations use online search to find and vet their service providers. What is a Personal Branding Strategy? If you are choosing a new platform, select one that's easy to use and has robust list management and reporting tools. A little adversity comes with the territory, and you need to be prepared to push through the inevitable head winds. But even more relevant to your journey up Mount Expert, business people today instinctively fire up Google whenever they encounter a thorny business problem. Here's the media kit of Hinge's Managing Partner, Lee Fredericks. Of course, when you can charge thirteen times more, you don't need as many clients. Are you as good a writer as you think you are? What industries do you serve? Audiences are predisposed to trust anyone who stands at a podium, so just getting there is half the battle. Don't worry that the book is written for companies — there's plenty in there that applies to individuals. We published our findings in a groundbreaking book, The Visible Expert. And they use two somewhat wonkish (at least to a non-marketer) marketing tools: email marketing and SEO. Clearly, writing a book is an effective way to demonstrate your expertise and build visibility. If you aren't already, consider narrowing your focus. And you would never meet 99% of them without it. If you explain that these emails will contain valuable educational materials and advice — and that you can cancel anytime — you should not deter many downloads. If you need help, find and invest in the resources to make it happen. A blog is an essential tool if you want to spread your wisdom quickly and widely. You've got a strategy, now put it into play! Conclusion If you are an expert with ambitions to become a leader in your industry, this roadmap can help put you on the path to a speedy ascent. A common way to do this is to write guest posts on other people's blogs — or articles for online publications — that include one or more links back to your blog and/or website. What about buyers? If so, that's great — you've got a head start! Before I get into the specific skills, however, I have to pause and discuss a larger issue, a "master skill" that will encompass your entire Visible Expert journey. Well-branded experts also are able to secure valuable partnerships more easily, and with more desirable organizations. Our researchers interviewed over 1,000 Visible Experts and buyers of their services to figure out what was going on and exactly what they did to develop and market their personal brands. SEO is the tool that connects you to the people who are intensely interested in the problems you solve. Step 4: Find your angle. This step isn't absolutely required, but it can really help your personal brand stand out. First of all, you will need to subscribe to an email service provider. It's not difficult to learn, but this is another skill you will need to master, nevertheless. Se parece a ? So the first thing you need to do is to decide if you really want to try to make a solo ascent, or if a little supplemental oxygen, a band of Sherpas and an experienced guide might make your climb more successful. Not all Visible Experts have personal websites, though Level 4 and 5 experts often do. That means each one of them followed a different path, trying and discarding a host of tools and techniques along the way. To comply with Canadian anti-spam laws (US laws are a bit laxer), you should consider providing language with your form that explains that the reader will receive additional emails in the future. This relationship can have very real effects on a firm's brand and business development prospects. If you are serious about building your personal brand over time, turn this roadmap into a formal plan. Let's start with the basics. If you aren't an excellent writer already, you have two options: Learn to write clear, plain English. There are many readable books and online courses that will get you up to speed relatively quickly. If you will be setting up your own blog, now's the time to begin building and configuring it. Without this data, we'd have to select our tools based on unreliable anecdotal evidence, trial and error and intuition. You can then feed these followers a steady diet of free educational goodies, as well as additional offers that deepen their engagement. You will be a teacher first and sales person a distant second. They attract premium clients and fees. As your personal branding strategy begins to reap dividends, you may want to introduce and test a handful of new tools and techniques. Experts work this way far more often than you might think — in fact, at Hinge, we provide this service to many of our own clients. So I recommend that you download our free book, Online Marketing for Professional Services, which describes many of these tools and how they fit into an overall marketing framework. To become a global household name, you will probably need to invest much of your free time. They may even bring a little new business to their firm. Then you need to decide what level of expertise you would like to achieve. Step IV: Launch Time! Read over your plan one more time. Here are the seven critical tools you will need to include in your personal branding strategy. 1. It's also one of the easiest ways to start building a loyal following. I'm talking about your role as a teacher. Develop a prioritized list of these skills and try to figure out which you can work on alone, and which will require a qualified teacher. You may be good at it already, or you may have to acquire it like the rest of us — the hard way, making incremental improvements over time. Download the Visible Expert Book Phase III: Develop Your Skills Step 14. Line up these resources early so that you aren't scrambling when you need them most. Go through the list in the Skills You'll Need section above and try to honestly evaluate your proficiency in each. Cmo te ven los dems? Traditionally published book can deliver instant credibility, but self-published books (for which you can set the price or give away for free) offer more flexibility. Are these men and women just smarter than the rest of us? You can tackle the list below on your own, or look for help from outside professionals or members of your team. There are techniques you can learn that will make this process more efficient and successful. Later you can add a video reel of public speaking clips. Step 11. And I was so busy with my architecture firm that if I didn't make some shift in my life, there would never be space for it. Even better, I'm going to give you a detailed roadmap that you can follow, step-by-step, to greater visibility and reputation. The following chart shows that Level 4 experts are most in demand. There's no faking expert knowledge. Either way, here's what you will need to get started: Writing. You may be a good writer or an indifferent one. They weren't born writers. Check out Hinge University's course on The Visible Expert. There's one additional tool that you will need, one that will save you a lot of time and headaches: 7. These experts get all the media attention, deliver keynotes at top conferences and attract the best clients. You will also need to design an appealing offer to entice readers to download the piece of content. Whatever service you choose (and, please, do not use Outlook or any other desktop email client), you will need to learn how use this tool to send out a basic email broadcast and understand its analytics. That means writing it down, mulling over your answers and updating the plan as you think of new ideas or decide to make course corrections. So it makes sense to have those things ready to go at a moment's notice. Cmo te ves ? Free Powerpoint Templates Page 19 Personal branding Construir tu propia marca ayuda a conseguir empleo y a tener un posicionamiento fuerte en el mercado, que la gente te identifique,
te diferencie Esto aplica para directivos de empresas, directores, empleados y por qu no, los que estn o quieren entrar desde ya en el mbito laboral En la actualidad se vale decir que hay un exceso de profesionales altamente calificados y una deficiencia de empleos Free Powerpoint Templates Page 20 Personal branding Exigente con los empleados Dimnico Asuma la responsabilidad Perfeccionista Vanguardista Vesta casual y conlook descaudado Estilo personal definido Steve Jobs Free Powerpoint Templates Page 21 Personal branding Dirije ms de 110.000 empleados Cargos directivos desde 1989 Exigente con los empleados Dimnico Carismtico Traje azul, camisa blanca, corbata oscura El gigante azul (IBM - Big Blue) Louis V. Like all skills, mastery comes from doing, and in most cases the fear will fade quickly. Whether you are a solopreneur or work at a Fortune 100 firm, the process I lay out is the same. And when you apply search engine optimization (SEO) principles to your posts, you open up a whole new world of prospective clients who, for the first time, will find you through online search (see number 6 below). If you can, include a link on your bio page to download a zipped file of your kit. Also decide whether you will require single opt-in or double opt-in for new subscribers. Before we jump in, however, I want you to know there is one vital characteristic you will need to take your personal brand and career to the next level — the determination to see it through. They are fairly well known among peers in their area, and they speak and write frequently on their area of expertise. A book is a critical credibility builder. Free Powerpoint Templates Page 4 Personal branding El branding personal es una tendencia, que se ha establecido en el mbito laboral en los ltimos aos y facilita la diferenciacin de los profesionales en su mbito de conocimiento o especialidad Free Powerpoint Templates Page 5 Personal branding El concepto de Personal Branding o Marketing Personal fue introducido hace relativamente poco tiempo; el famoso especialista Tom Peters lo present en su obra 50 claves para hacer de usted una marca, en 1997 Free Powerpoint Templates Page 6 Personal branding El Personal Branding es una nocin totalmente abarcativa en ella se agrupan no slo los conocimientos propios de la experiencia de cada uno, sino que adems se expresan los conceptos como cuales son sus valores, sus habilidades y peculiaridades Free Powerpoint Templates Page 7 Personal branding Tiene su objetivo en nuestra marca, y nos referimos a nuestra marca como la manera en que nos vendemos a nuestro jefe o pblico Free Powerpoint Templates Page 8 Personal branding Hace que la gente y las empresas lo identifiquen y diferencie fcilmente yo soy mi marca personal Free Powerpoint Templates Page 9 Personal branding Desarrollar una marca personal adems de consistir en ser profesionalmente visible y slido, implica autoconocimiento, plantearse metas. The answer almost certainly has to do with their sky-high fees, which dampen demand. It will help you stay on point and attract the right kinds of prospects to your business. There is great deal to say about each of these tools. As you think about the tools and skill you will need, are there any that you might want to outsource? You may have heard of MailChimp or Constant Contact, but there is a long list of other providers offering great features and pricing points. Now it's time to bring everything together into a coherent plan of action, blogging. Either you or a colleague will need to handle the mechanics of getting your posts online. If you are the resource to enlist helpers, you may not necessarily need to master all of these skills. Phase I: Your Strategy Step 1: Determine where you are today. Before you can begin your ascent, you need to know where you are starting. Free Powerpoint Templates Page 1 Free Powerpoint Templates T como marca Personal Branding Free Powerpoint Templates Page 2 Free Powerpoint Templates Page 3 Personal Branding: Con qu marca te identificas? Every time a last-minute request comes in, you'll be glad you have it at your fingertips. So I decided to pretend that I was my own client. Public speaking is an important platform for building your reputation and personal brand. Architect and author Sarah Susanka faced the same dilemma: "I recognized that writing was what I felt passionate about, but I had no space in my life to do it. The most challenging part will be learning how to research keywords that are relevant, attract enough search volume to be worthwhile and not too difficult to rank for on the first page of Google's search results page. Only you can answer that. Step 5: Decide which tools you will use. Go back and review the 7 Critical Tools section above and figure out which ones you will tackle first. Step 10. Whether you do it yourself or enlist a ghostwriter, you will need to produce a book that addresses your area of expertise. A modern personal branding strategy is strongly rooted in content marketing. LinkedIn is by far the most important social platform for professional services experts. They are willing to shell out extra for the confidence that a Visible Expert will bring more knowledge and experience to their problem, solving it more quickly, and with greater precision. Arte de Direccin o gerencia de la Impresin Impression management Free Powerpoint Templates Page 25 Es un proceso dirigido de manera consciente o inconsciente en el cual se busca influir en las percepciones de otras personas, objetos o acontecimientos; esto se alcanza regulando y controlando la informacin que se transmite durante el proceso de la interaccin social Fuente: La nocin de direccin o gerencia de la impresin tmbin se refiere a prcticas en la comunicacin profesional y relaciones pblicas, donde el trmino es usado para describir el proceso de formacin de la imagen pblica de una empresa u organizacin Impression management Free Powerpoint Templates Page 26 Alguien dijo corrcamente: La primera impresin es la ltima impresin Esto es mundialmente aceptado ya que habla de la importancia de ofrecer la primera impresin y el manejo adecuado de la misma . Are you a strong public speaker? Outreach to blogs and publications. There's more to SEO than keywords. Then start implementing it. It lays out a content-based strategy to grow your brand, very much like the one I describe in this roadmap. Now, the last thing I want to do is discourage you. A few years ago, Hinge embarked on a research project to learn all we could about these industry stars (we call them Visible Experts®) and their personal branding strategies. It works for blog posts and anything else you need to write, too. Be sure to complete your profile in full. I held myself to it, and that first book changed everything for me. In fact, most of the skills and tools described in this roadmap are components of content marketing — but as they apply to building your personal brand. SEO, search engine optimization is an entire discipline in itself, but you can learn the fundamentals in a day or two — enough to begin thinking more strategically about what you write. Coincided? Identifica los racionales que fortalecen la conexin con una marca Qu te gusta de ella? For starters, Visible Experts make more money. The next two items are forms of public speaking engagements. Just keep in mind that eventually you will need to follow that intended focus with action. You can use this site as a platform to promote your books and public speaking. It should present sufficient credentials to convince people that you really know your stuff. Step 13. Never forget that this is a business commitment, not a hobby. But if you focus on the process of getting there — taking one small step at a time — you'll find yourself looking down with amazement at the world you left behind. Here are the top tools from our study, rated on a 1 (least impactful) to 10 (most impactful) scale: Figure 3. Buyer Demand (% of Buyers) for Visible Experts by Level You may notice that demand grows at a steady rate through Level 4, then drops off sharply. It's up to you to color between the lines, fill in the details and make it utterly, wonderfully offering great features and pricing points. Now it's time to bring everything together into a coherent plan of action, blogging. Either you or a colleague will need to handle the mechanics of getting your posts online. If you are the resource to enlist helpers, you may not necessarily need to master all of these skills. Phase I: Your Strategy Step 1: Determine where you are today. Before you can begin your ascent, you need to know where you are starting. Free Powerpoint Templates Page 1 Free Powerpoint Templates T como marca Personal Branding Free Powerpoint Templates Page 2 Free Powerpoint Templates Page 3 Personal Branding: Con qu marca te identificas? Every time a last-minute request comes in, you'll be glad you have it at your fingertips. So I decided to pretend that I was my own client. Public speaking is an important platform for building your reputation and personal brand. Architect and author Sarah Susanka faced the same dilemma: "I recognized that writing was what I felt passionate about, but I had no space in my life to do it. The most challenging part will be learning how to research keywords that are relevant, attract enough search volume to be worthwhile and not too difficult to rank for on the first page of Google's search results page. Only you can answer that. Step 5: Decide which tools you will use. Go back and review the 7 Critical Tools section above and figure out which ones you will tackle first. Step 10. Whether you do it yourself or enlist a ghostwriter, you will need to produce a book that addresses your area of expertise. A modern personal branding strategy is strongly rooted in content marketing. LinkedIn is by far the most important social platform for professional services experts. They are willing to shell out extra for the confidence
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