HOW TO ELEVATE YOUR PERSONAL BRAND

1

DEFINE YOUR BRAND

Identify your strengths, values, and expertise. What sets you apart?

2

NETWORK

Attend industry events, conferences, and seminars to connect with people in your field.

YOUR BRAND

How you define the distinctive value that you bring to your career (HBR, 2022).

3

ONLINE PRESENCE

Utilize social media platforms (I.e. LinkedIn) to engage, connect and showcase your expertise.

4

BE CONSISTENT

Use the same headshot/marketing assets and brand voice across all platforms



5

BE A THOUGHT LEADER

Share your knowledge by contributing to articles, relevant blogs, conferences, and webinars.