

Be Real: Authentic Personal Branding that Works

GoSkills online course syllabus

Skill level

Beginner

Lessons

10

Pre-requisites

No prior experience needed

Video duration

25m

Estimated study time

25m 18s

Instructor

Sam Bennett

Introduction

1 Stand out with an authentic personal brand

In a world increasingly dominated by digital interactions, being unmistakably yourself has never been more crucial.

Design Your Authentic Personal Brand

2 Identify key traits for your authentic personal brand

Understanding your personal brand begins with identifying traits that resonate with you.

3 Overcome barriers to authenticity in personal branding

Authenticity builds confidence and trust in personal and professional settings.

4 Deepen and expand your personal brand vocabulary

Defining your personal brand vocabulary helps you take control of how you're perceived.

5 Embrace and leverage your unique personal traits

Understanding your traits as a spectrum is key to authentic self-expression.

Communicate and Sustain Your Personal Brand

6 Craft authentic content aligned with your personal brand

Creating authentic content strengthens trust and builds meaningful relationships.

7 Network authentically using your personal brand

Networking is a vital skill for building meaningful relationships that enhance both personal and professional success.

8

Build authentic connections with personal branding

Building genuine relationships is essential for personal and professional success.

9

Stay true to your core values with personal branding

Staying true to your core values is key to living authentically and building meaningful connections.

Conclusion

10

Build and sustain your authentic personal brand

Thank you for watching this course!

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