

# Building a Great Personal Brand From Scratch

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

9

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

15m

**Estimated study time**

15m 22s

**Instructor**

Jason Richardson, PsyD

## Introduction

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### Building your brand

Exploring personal branding is a journey to discovering and showcasing your unique identity.

## Personal Branding 101

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### What is a personal brand?

Understanding the essence of what a personal brand truly is will help you define and articulate what that means for you.

## Creating Your Best Brand

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3

### Defining your vision

Creating your personal brand starts with envisioning your ideal future and your role in it.

4

### Expressing your perspective

Your personal brand is about more than just the vision; it's about embracing and expressing your true self.

5

### Articulating your mission

Defining your mission involves not just envisioning your future but also defining your purpose.

6

### Discovering your values

Uncovering your core values is a crucial step in developing your personal brand.

7

## Identifying your strengths

Recognizing and leveraging your unique abilities is key to differentiating yourself.

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## Drawing your line in the sand

Understanding your non-negotiables is crucial for authentic self-representation.

# Conclusion

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## Be honest with yourself

Congratulations on finishing this course!

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