

Invest in Yourself: Crafting an Incredible Personal Brand

GoSkills online course syllabus

Skill level

Beginner

Lessons

23

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

1h 7m

Estimated study time

1h 7m

Instructor

Kelli Schutrop

Build a Personal Brand

- 1** **Build your brand**
Being recognizable will provide you with new opportunities.

Getting Started

- 2** **Take charge**
Did you know you already have a personal brand?
- 3** **Define your personal brand**
Building and maintaining a personal brand has become more accessible and important than ever before.
- 4** **Overcome imposter syndrome**
Everyone experiences imposter syndrome, but success requires finding ways to overcome it.
- 5** **Create your differentiator**
Being distinct, notable, and differentiated are pivotal to a personal brand.

Understand Yourself

- 6** **Discover your motivation**
Your motivations drive your personal brand strategy.

7 **Personal branding golden rules**
The key to succeeding at personal branding is to stick to a set of 5 golden rules.

8 **Tell your brand story**
Stories are built into our DNA, it's how we communicate.

Accelerate With Sponsors

9 **Importance of mentors**
Nobody does it alone and you need advice from those who have been there.

10 **Create a personal advisory board**
Many areas of your personal brand will benefit from the help of a specialist.

A Personal Brand Campaign

11 **Develop a strategy**
Every branding project requires a strong and concise strategy.

12 **Implement your plan**
After watching this video, you will be able to implement your campaign plan.

13 **Revise and grow**
A good personal brand is always improving. After watching this video, you will be able to examine where you've been and revise your plan for action.

Communicating Your Brand

14 **Create videos on social**
Creating videos isn't challenging, and now is the best time to be developing them.

15 **Use LinkedIn**
There is no better platform on the internet to grow your professional brand than LinkedIn.

16 **Manage your brand at work**
Your personal brand can be used to grow your career.

17 **Audit your touchpoints**
After watching this video, you will be able to audit all the interactions you have with your audience.

18 **Share your brand**
It's an art form to get people to remember you after just one conversation.

Promotion and Visibility

19 **Effectively networking**
After watching this video, you will be able to network with ease. Taking your brand to new heights means mastering the art of networking.

20 **Become the hub**
The best position you can be in is to champion for other people's success.

21 **Volunteer in your industry**
After watching this video, you will be able to extend your personal brand by volunteering and giving back.

22 **Trade shows and conferences**
Events offer you an influential platform and an incredible networking opportunity.

Conclusion

23 **Go for the long run**
Thank you for watching this course.

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