

# Invest in Yourself: Crafting an Incredible Personal Brand

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

23

**Pre-requisites**

No prior experience needed

**Video duration**

1h 7m

**Estimated study time**

1h 7m

**Instructor**

Kelli Schutrop

## Build a Personal Brand

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

## Getting Started

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- 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

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- 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.

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## Tell your brand story

Stories are built into our DNA, it's how we communicate.

# Accelerate With Sponsors

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## Importance of mentors

Nobody does it alone and you need advice from those who have been there.

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## Create a personal advisory board

Many areas of your personal brand will benefit from the help of a specialist.

# A Personal Brand Campaign

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## Develop a strategy

Every branding project requires a strong and concise strategy.

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## Implement your plan

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

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## 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

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## Create videos on social

Creating videos isn't challenging, and now is the best time to be developing them.

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## Use LinkedIn

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

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## 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

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**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

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

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