

Building a Great Personal Brand From Scratch

GoSkills online course syllabus

Skill level

Beginner

Lessons

9

Pre-requisites

No prior experience needed

Video duration

15m

Estimated study time

15m 22s

Instructor

Jason Richardson, PsyD

Introduction

1 Building your brand

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

Personal Branding 101

2 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

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.

8

Drawing your line in the sand

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

Conclusion

9

Be honest with yourself

Congratulations on finishing this course!

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