

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

- 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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