

Personal Branding

5 Sessions (3 Hrs/Session)

15 Hours

Workshop Outline:

Workshop Description:

- This hands-on workshop helps professionals, freelancers, and content creators build a strong personal brand that reflects their values, skills, and goals. You'll learn how to define your brand identity, communicate it effectively across digital platforms, and position yourself as an expert in your field. The workshop includes real case studies, practical activities, and personal feedback.

Session 1: Foundations of Personal Branding (3 Hours)

- What is Personal Branding and Why It Matters?
- Identifying Your Core Values and Unique Value Proposition (UVP)

Session 2: Brand Identity and Statement (3 Hours)

- Self-Audit: Online Presence and Personal Image
- Introduction to Brand Identity
- Crafting Your Personal Brand Statement

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■ **Session 3: Define Your Brand Identity & Story (3 Hours)**

- Building a Consistent Visual Identity
- Voice, Tone & Storytelling in Personal Branding

■ **Session 4: Visibility & Digital Platforms (3 Hours)**

- Choosing the Right Platforms (LinkedIn, Instagram, etc.)
- Content Strategy for Building Authority
- Optimizing Your Profiles for Growth & Opportunities

■ **Session 5: Positioning & Growth (3 Hours)**

- Networking with Purpose & Collaboration Strategy
- Dealing with Negative Feedback & Crisis Management
- Building a Sustainable Brand Growth Plan

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Workshop Outline:

Workshop Target Audience:

- Freelancers and professionals seeking career growth
- Content creators and influencers
- Entrepreneurs and startup founders
- Job seekers aiming to stand out in their field

Workshop Outcome:

By the end of the workshop, participants will:

- Have a well-defined and documented personal brand strategy
- Know how to communicate their brand consistently online and offline
- Create content that supports their professional positioning
- Gain the tools to grow their brand and attract relevant opportunities