

## BUILDING YOUR PERSONAL BRAND ON LINKEDIN

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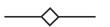


WELCOME TO YOUR GUIDE FOR BUILDING
A PERSONAL BRAND ON LINKEDIN.
IN TODAY'S DIGITAL-FIRST WORLD, YOUR
ONLINE PRESENCE IS YOUR FIRST
IMPRESSION. THIS PRESENTATION WILL
SHOW YOU HOW TO DEFINE, CREATE AND
GROW YOUR BRAND ON LINKEDIN.





## CRAFTING A COMPELLING PROFILE





CLEAR AND CONCISE HEADLINE



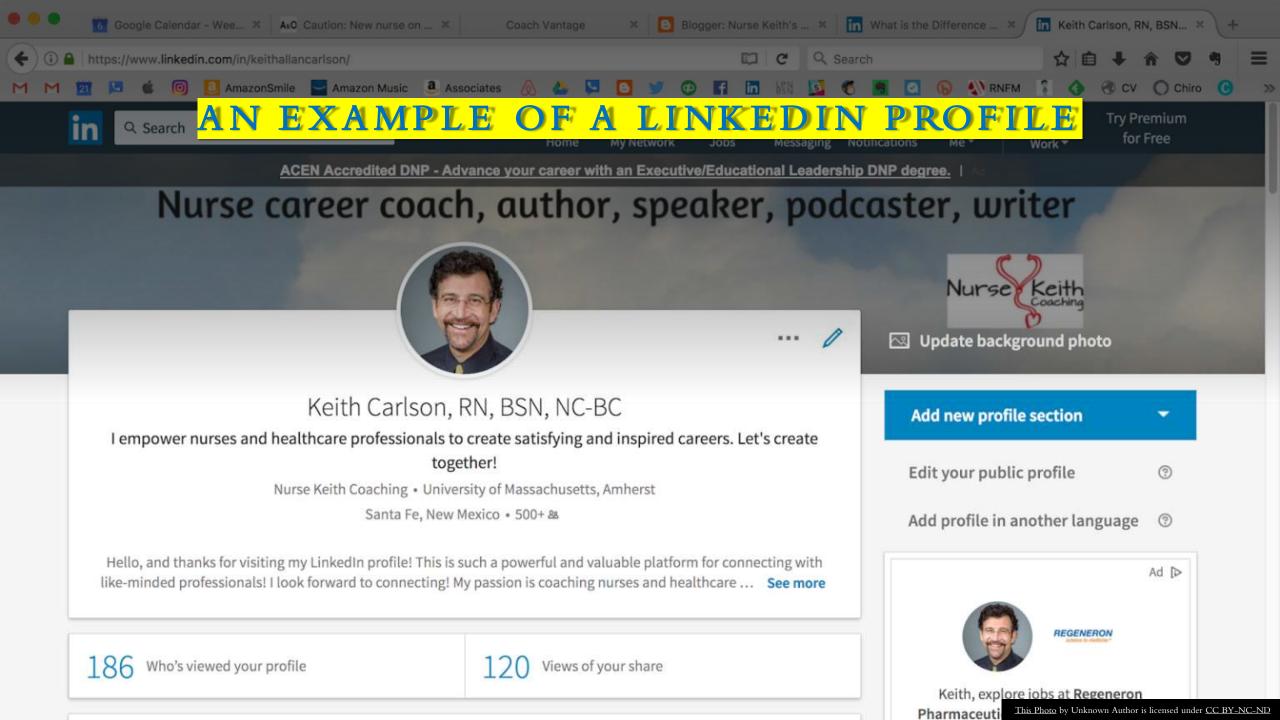
PROFESSIONAL SUMMARY



RELEVANT KEY WORDS



COMPLETE AND UP TO DATE PROFILE



















ENGAGE WITH OTHERS CONSISTENTLY



MONITOR AND ADJUST YOUR STRATEGY





## CONCLUSION & TAKEAWAYS



- Your LinkedIn profile is a living digital resume make it count
- Define your brand: know your strengths, values, and target audience.
- Show up consistently with content that provides value and insight.
- Engage authentically and build meaningful connections.
- Track your progress, stay updated, and evolve your brand over time.
- Your brand is your promise make it!