



## - Personal Branding How To Become a Leader in your Industry -

- GET PROFESSIONAL HEADSHOT**  
Your new professional image starts with an image. Squinching, smiling and dressing sharply make you more competent, likable and influential.
- BE DISCOVERABLE ONLINE**  
Someone somewhere will be searching for you at some point in your career. Use your real name on the Internet and optimize your social media profiles for discovery.
- HAVE A PROFESSIONAL PURPOSE**  
What gets you out of bed in the morning? What helps you be better at what you do? A professional purpose is way more than a paycheck.
- LEARN TO LISTEN & PRACTICE EMPATHY**  
To have a well-rounded personal brand, you need to strike the balance between what you know and what you have yet to learn and understand.
- PRACTISE WRITING**  
Think before you jot down and share your thoughts online and hone your writing skills over time.
- REENGINEER YOUR DIGITAL PRESENCE**  
Keep all your social profiles up to date and add social channels to all your professional touch points.
- ANALYZE YOUR COMPETITORS**  
Make time to understand what other people in your niche are doing, saying and how successful they are.
- EMBRACE AND EXPAND YOUR EXPERIENCE**  
We all have great experience and stories. Start weaving a professional narrative more completely.