

4

STEPS

TO SUCCEED YOUR PERSONAL BRANDING

1



SKETCH OUT YOUR STORY

Work on the message you want to give out.
Adapt it to what people want hear.

Draw out who you are and highlight your accomplishments.

Determine your ideal goal.

Shape your online competitive strategy.



2

JUST DO IT



Price your expertise with the right communication tools.
Become a writer, become your author.

Select the right communication tools.

Make sure your content is relevant, adequate and qualitative.

Create your personal website.

3

LET'S TALK ABOUT WHAT YOU CAN DO

Choose the adapted social media.
Engage and focus on your audience.

Become an opinion leader.

Update your social media and become visible

Your online presence needs to come alive, broadcast your messages.



4

KEEP GOING



Monitor and share your headlines.
Build your online reputation.

Regularly update the information related to your personal brand.

Google yourself and watch what is being said.

Don't give up, you've only just started !

Golden rule : stay coherent in your online and offline messages.

Infographic presented and designed by :  reputation VIP