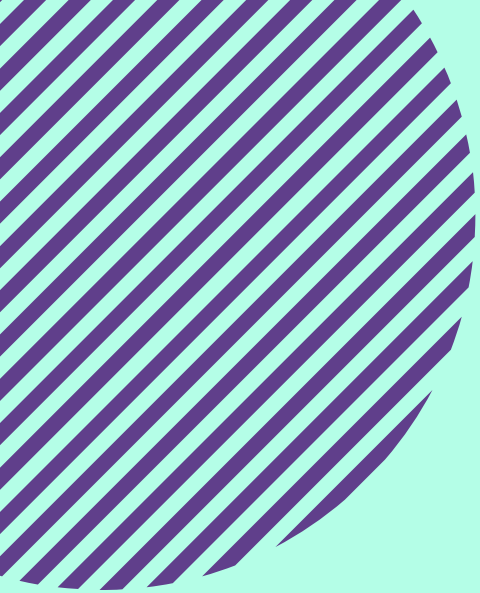




BUILDING A KILLER PERSONAL BRAND

Presented by Gift Egwuenu



Bio

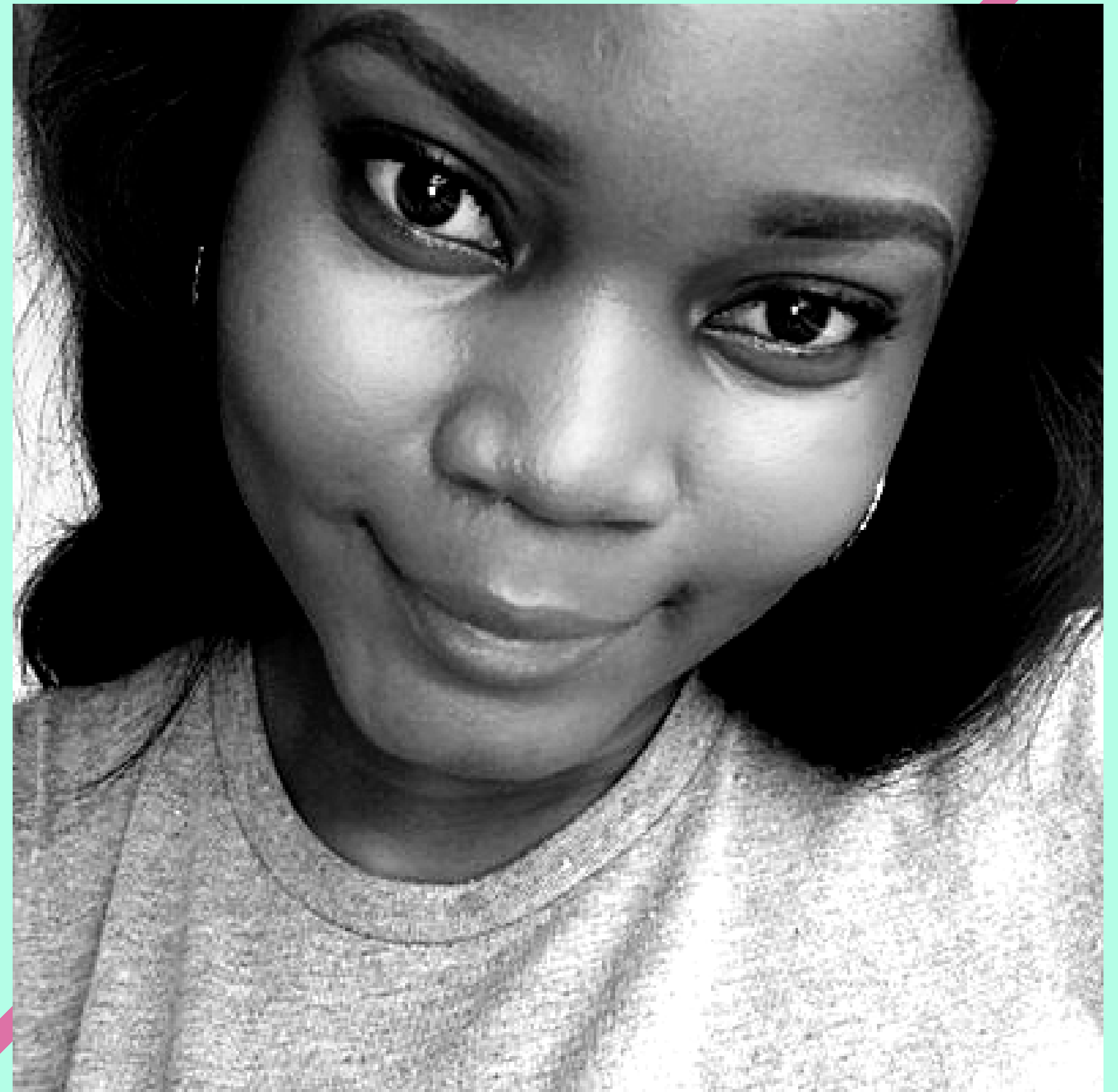
Gift Egwuenu

Software Developer at Andela

Organizer - @VueVixensNG

@JAMstack Lagos

@ConcatenateConf





What's Personal Branding?

PERSONAL BRANDING IS THE PROCESS OF DEVELOPING A "MARK" THAT IS CREATED AROUND YOUR NAME OR YOUR CAREER. YOU USE THIS "MARK" TO EXPRESS AND COMMUNICATE YOUR SKILLS, PERSONALITY, AND VALUES.

thebalancesmb.com

Why Build A Brand ?

+

FOLLOWERS ON
SOCIAL MEDIA ?

PURPOSE

PERSONAL JOURNEY

BUILDING SELF-AWARENESS

CAREER ADVANCEMENT



Your personal brand is what people say about you when you are not in the room – remember that. - Chris Ducker

HOW DO YOU BUILD IT?

+ Share your Knowledge

Share the knowledge you've gained with everyone by either writing blog, making video tutorials or mentoring others.

+ Build Your Platform

Crafting a space on the internet for yourself by creating a personal portfolio or a blog and becoming active on social media.

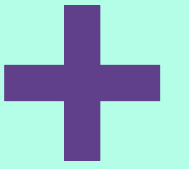
+ Be Yourself

Do you! Find out what works best for you, define your style and nurture it into something that'll push your name forward and other can leverage.

+ Craft Your Persona

Create a unique bio for yourself that defines who you are, the work you're doing and why should people be interested in you.

12 Month Strategy



Define Boundaries

Craft a tagline

30 Seconds Pitch

About me

Business Cards

Professional Headshots

Linkedin/ Social Media Portfolio

Personal Portfolio

Blog

Testimonials

Speaking

Build Communities



BENEFITS OF OWNING A BRAND



JOB OPPORTUNITIES

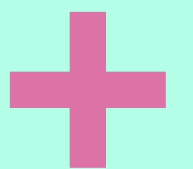
Personal Brands can bring about different opportunities including great jobs offers. If you offer value people will want to work with you.

BUILD YOUR NETWORK

Through creating personal you can create a network of like minded individuals that'll impact your career.

INFLUENCE

Personal brands affords you the ability to own a voice in the community you are involved in.



Tips For Building Your Brand

- **Stay Consistent**
- **Create Valued Content**
- **Build or Join Communities**
- **Create a space for yourself**
- **Share your work**





THANK YOU

Egwuenu Gift
@lauragift21

