

Building Your Personal Self-Brand

Istanbul (Turkey)

2 - 6 February 2025

UK Traininig

PARTNER



Building Your Personal Self-Brand

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Introduction

Building a personal brand involves creating a unique and consistent image and message that represents who you are and what you stand for. Whether you're an entrepreneur, influencer, or professional, personal branding can help you stand out in your field and make a positive impact.

Course Objective

- The concept of personal branding and set the stage for the course.
- Self-Discovery and Defining Your Brand.
- The process of creating a strong online presence.
- Create valuable content and engage with their target audience.
- The importance of networking, authenticity, and the continuous growth of your personal brand.

Course Outline

Day 1

Self-Reflection

- What is Personal Branding?
- The Importance of Personal Branding
- Why You Should Care About Your Personal Brand
- Setting Expectations for the Course

Day 2

Self-Discovery and Defining Your Brand

- Self-Awareness
- Identifying Your Strengths, Passions, and Values
- Defining Your Unique Value Proposition UVP
- Exercises and Self-Assessments

Day 3

Establishing Your Online Presence

- Building a Personal Website and Blog
- Using Social Media for Personal Branding



- The Importance of a Professional Email Address
- Creating a Consistent Online Brand Identity

Day 4

Content Creation and Engagement

- Developing a Content Strategy
- Types of Content Blogs, Videos, social media, etc.
- Building Engagement and Interacting with Your Audience
- Leveraging Storytelling in Your Brand

Day 5

Networking, Authenticity, and Continuous Improvement

- Building Professional Relationships and Networking
- The Role of Authenticity in Personal Branding
- Measuring and Adapting Your Brand
- Setting Long-term Personal Branding Goals



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