

My Top 4 Tips for Personal Branding

1

Craft your USP

A Unique Selling Proposition is what sets you apart from everyone else. Craft yours clearly and write it down in maximum two sentences.

2

Use every opportunity to showcase what you want to be known for

Bring your USP to life by using opportunities to reinforce your differentiator in everyday actions

3

Always be on interview mode

People are always judging even when they are not aware of. Behave intentionally and strengthen your professional image and competencies.

4

Beware of the non verbal messaging

97% of what we communicate is non verbal. Body language, tone, clothing, facial expression. Make sure those reinforce the image you want to convey.



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