

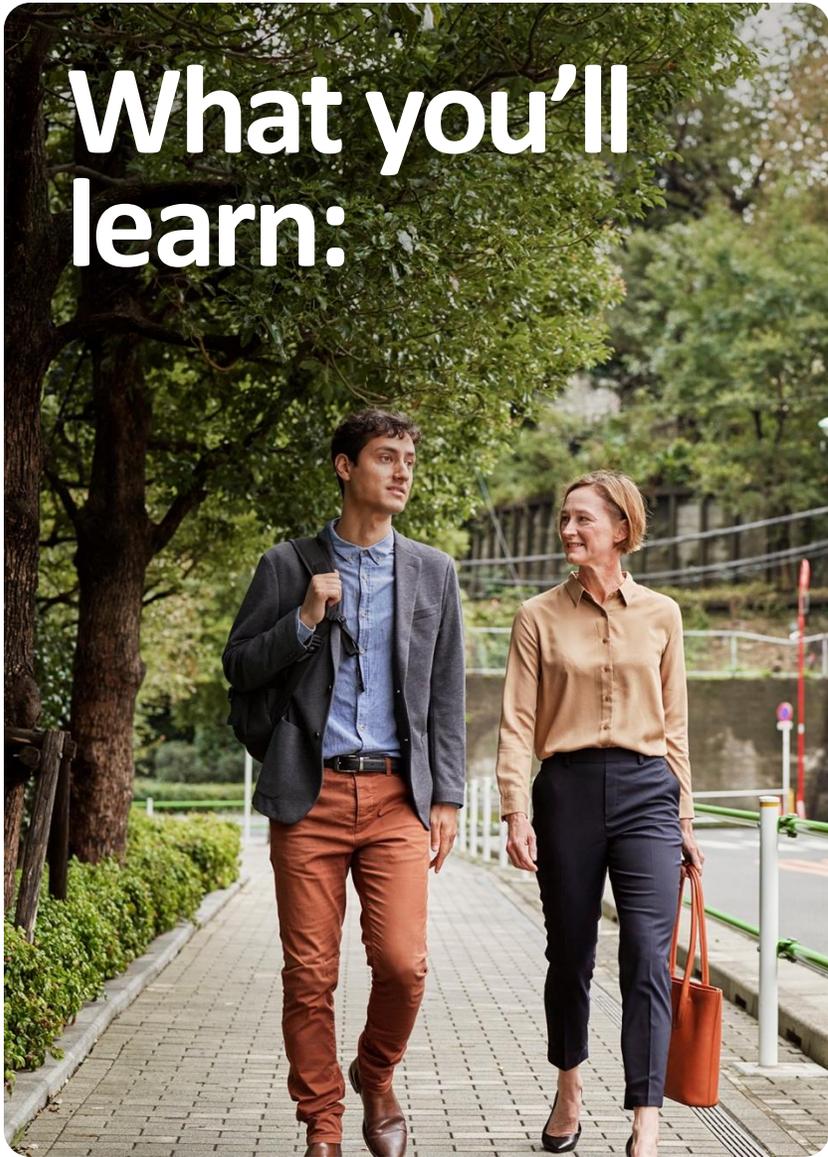
Crafting Your Personal Brand



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What you'll learn:



Identify and communicate your personal brand

Optimize your LinkedIn Profile for visibility

Build meaningful professional connections

Use LinkedIn Learning to strengthen skills

Create and share engaging content

Identify & Communicate Your Unique Personal Brand

Ask yourself:

- *What do I stand for?*
- *What are my strengths and passions?*
- *What opportunities do I want to attract?*

Optimize Your LinkedIn Profile for Visibility & Impact

Profile Checklist:

- Professional Photo
- Compelling Headline
- Story-driven 'About' section
- Featured media or links
- Custom URL

Example: Instead of 'Sales Associate', say "Helping small businesses grow through data-driven marketing"



Build Meaningful Professional Connections

Connect with people

Engage with posts

Send genuine messages

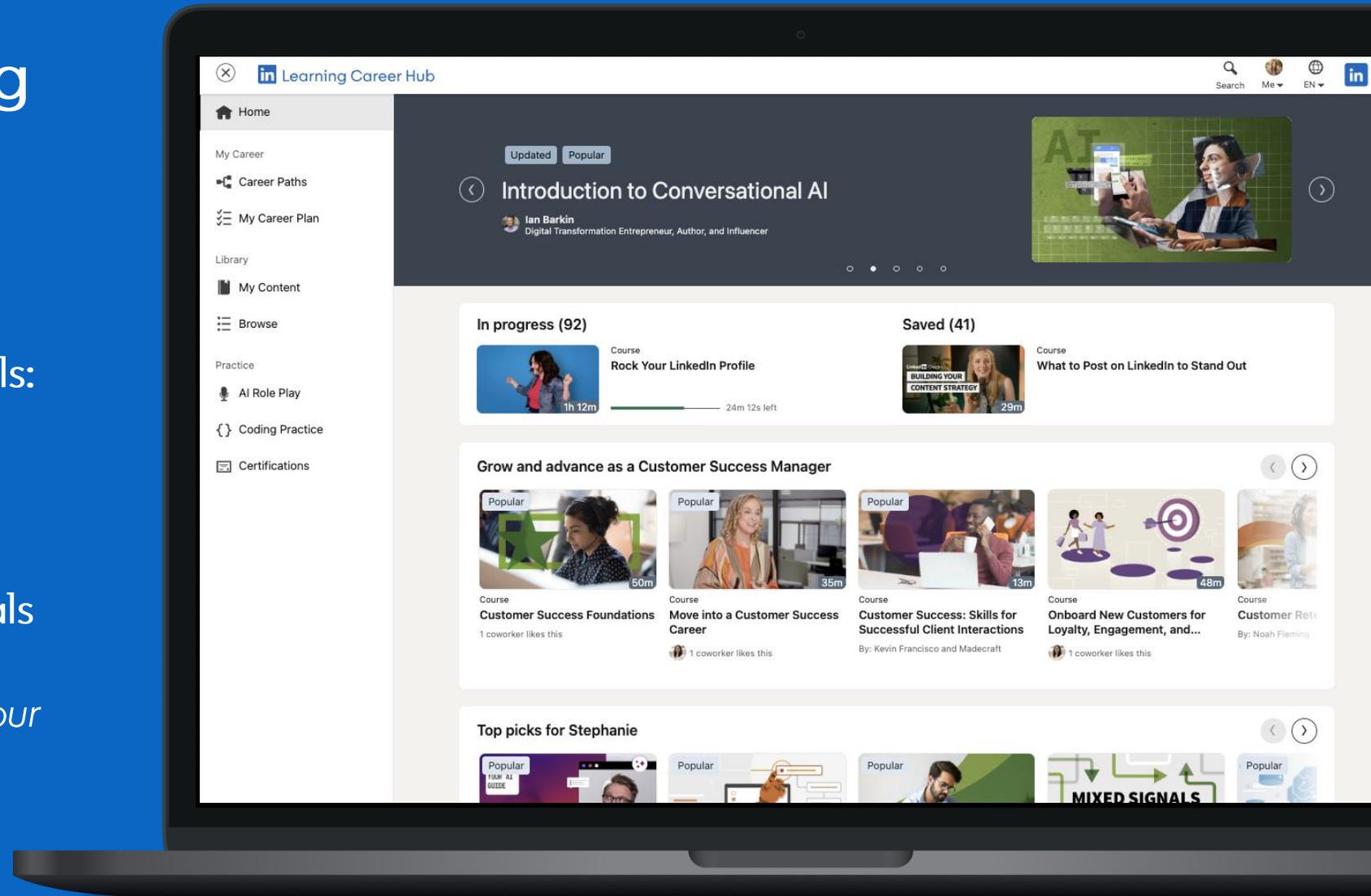
Tip: Personalize every connection request by mentioning what you have in common

Use LinkedIn Learning to Strengthen Skills & Credibility

Explore Courses to boost your skills:

- Communication Essentials
- Leadership Mindset
- Excel for Data Analysts
- Digital Marketing Fundamentals

Tip: Add completed certificates to your LinkedIn profile to show growth





Create & Share Engaging Content

Types of Content that perform well:

- Lessons learned or insights
- Industry news or advice
- Behind-the-scenes milestones

3E's: Educate, Engage, Encourage

Post prompt: 'One thing I wish I knew more people knew about [my field] is...'

Wrap-Up & Call to Action

Recap:

Brand – Profile – Connect – Learn – Share

This week's challenge:

Pick **one** action to implement on LinkedIn

Session Resources

[LinkedIn Customer Support Link](#)

[Rock Your LinkedIn Profile Course](#)

[Supercharge Your LinkedIn Profile for Opportunities and Growth Course](#)

[Optimize Your LinkedIn Profile to Stand Out with LinkedIn Career Expert Jamé Jackson Course](#)

[Learning LinkedIn: Power Your Professional Journey Course](#)

[Unlock Your Career Potential: Use LinkedIn to Build Confidence and Career Skills Learning Path](#)