Tech4Girls:

Masterclass in How to Build Your Online Personal Brand Workshop – A Girls in ICT Day event 2022

TOOLKIT
Access and Safety

Government of the Republic of Trinidad and Tobago
Ministry of Digital Transformation

Telecommunications Authority of Trinidad and Tobago

b mobile

Strive

CANTO
Caribbean Focus... GLOBAL PERSPECTIVE

FLOW

TITL
TOBAGO INFORMATION TECHNOLOGY LIMITED
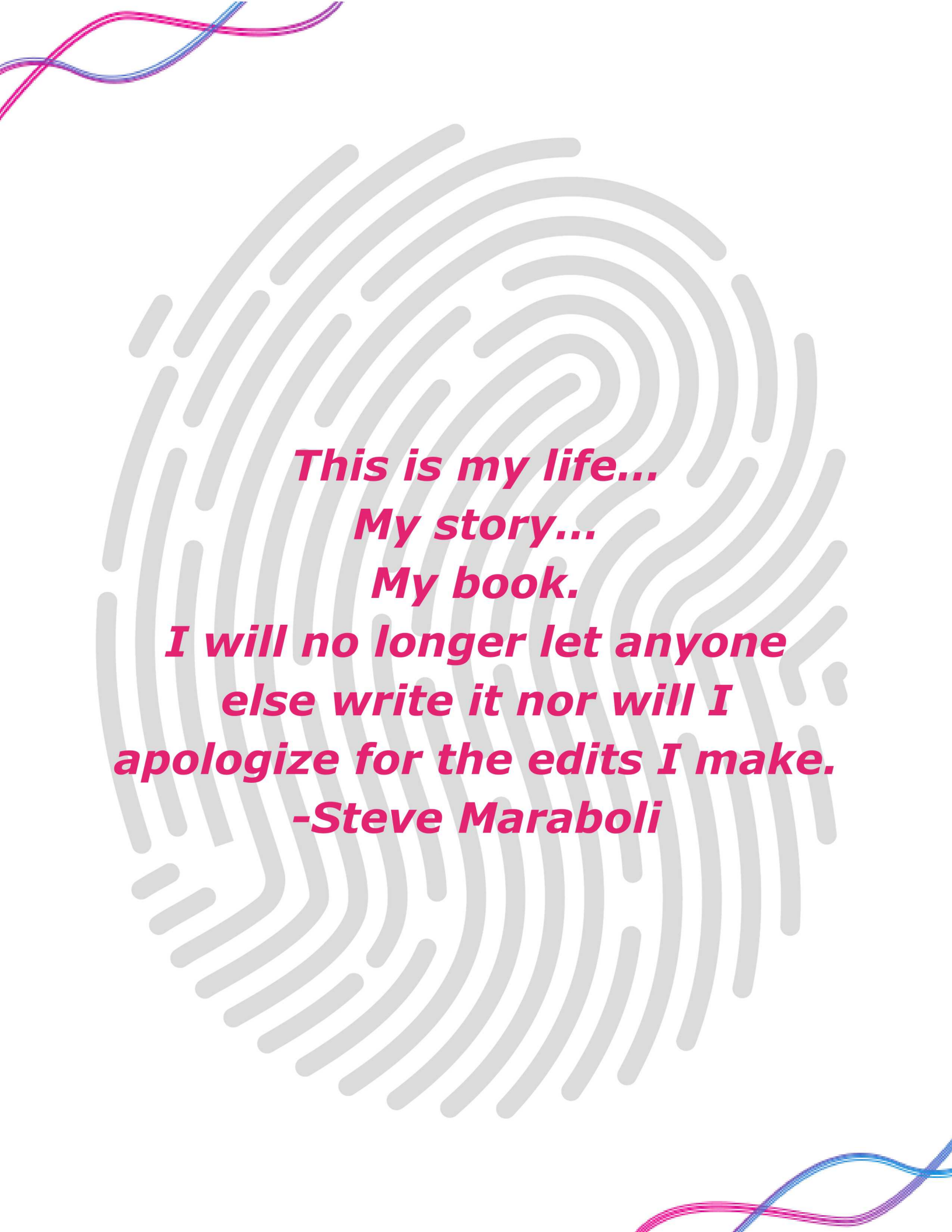
Debbie Jollie ™
THE STAMMERING COMMUNICATOR

RSC

What is Personal Branding?

"Personal branding is the practice of marketing people and their careers as brands.

 It is an ongoing process of developing and maintaining a reputation and impression of an individual, group, or organization."

~DIGITALMARKETING.ORG

This is my life...
My story...
My book.
I will no longer let anyone else write it nor will I apologize for the edits I make.
-Steve Maraboli

For this workshop the following areas will be covered:

- **Do a SWOT analysis**

A SWOT analysis is a study to determine your STRENGTHS & WEAKNESS as a personal brand, the OPPORTUNITIES at your disposal and the potential THREATS to growing your brand successfully.

- **Define Who You Are**

Think about who you are and what you will want to be known for.

- **Develop Your Unique Selling Proposition (USP)**

This is a statement, similar to an elevator pitch that is a summary of what services your brand provides and/or how you serve your tribe.

- **Define Your Personal Brand Target Audience**

Once you understand the services you provide, you need to clearly define who your customers are, your audience and your tribe.

- **Audit your Digital Assets**

A strong digital brand starts with a review of your social media handles and any websites or landing pages you may currently own. Over time your digital assets can include - e-books, e-courses, digital and/or media files, videos, and slide presentations.

CHECKLIST FOR PERSONAL BRANDING WORKSHOP & COMPETITION

- Internet access
- Valid email address
- Access to your social media handles
- A defined USP
- A professional headshot - (A clear and clean photo of yourself from head to shoulder and forward facing)