



5 SIMPLE WAYS TO IMPROVE YOUR *personal brand*

1

SIMPLIFY. SIMPLIFY. SIMPLIFY.

Less is more. Whether you're marketing yourself via resume or creating services for your business, take out the fluff. Condense, streamline & make sure what you're "selling" is relevant!

2

MAKE YOUR BRAND CONSISTENT

What platforms are you using to market your brand? Are the fonts, colors, logos, and verbiage consistent across them all? If not, you've got some work to do!

3

DON'T FORGET ABOUT LINKEDIN

LinkedIn is still a powerful social media platform that is underutilized by many. Make sure your information is current, connect with industry leaders, and share content to increase your brand exposure.

4

RESEARCH INDUSTRY PROFESSIONALS

You're not the first in your industry and you won't be the last. Research how others are presenting their services and skillsets. Take those idea and make them your own.

5

STRENGTHEN SOCIAL MEDIA PRESENCE

More than likely, your target audience is on social media. Pick a platform and start creating content... consistently. It keeps people engaged and strengthens your brand reputation.