



Professional

BRILLIANCE BOOTCAMP

Topic : Personal Branding

Instructor: Javeria Javed



Agenda

01 Introduction to
Personal Branding

02 Why Personal
Branding Matters

03 7 Steps to Build a
Personal Brand

04 Brand Clarity
Activation (Interactive)

05 Personal
Branding Funnel

06 Content Strategy
That Converts

07 Monetize & Scale
Your Brand

08 30-Day Personal
Brand Roadmap

INTRODUCTION TO PERSONAL BRANDING



Personal branding is the **process** of **building a unique identity** and reputation for yourself that aligns with your personal and professional goals.



WHAT PERSONAL BRANDING REFLECTS:



Who You Are
your identity &
voice

**What You Stand
For**
your values &
mission

**What You're
Good At**
your skills &
strengths

What You Love
your passions &
interests

**How You Show
Up**
your personality
& presence

**What You
Promise**
the value you
deliver

CORE COMPONENTS OF PERSONAL BRANDING




Authenticity



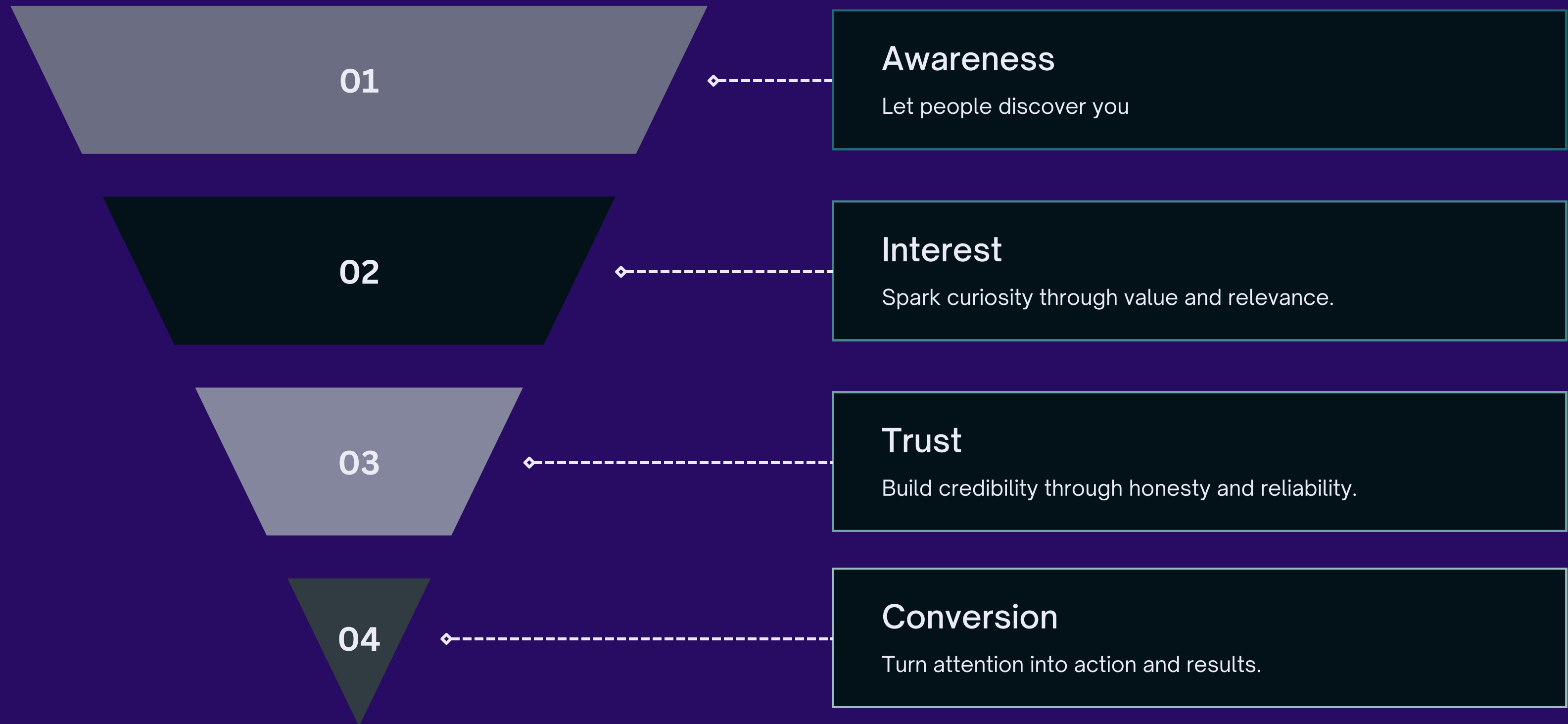
Consistency



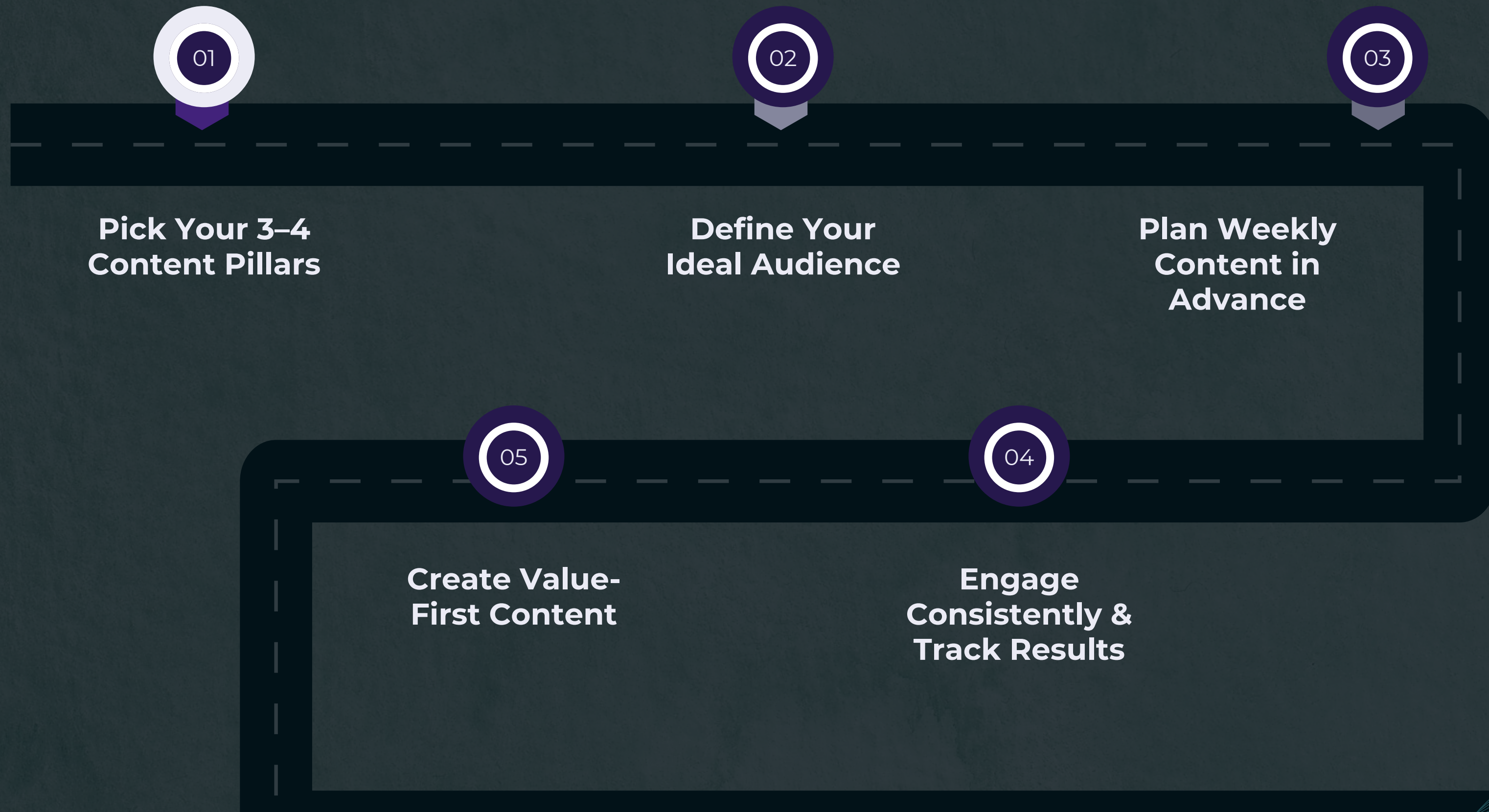
The background is a blue sky with white clouds. Silhouettes of people are shown in various climbing or running poses: one at the top right, one in the center, and one at the bottom left. A large, dark, semi-transparent circle is centered in the image, containing white text. Faint white concentric circles are visible behind the central text.

**Patience is key
Keep learning
Believe in your brand's
value and stay consistent**

Personal Branding Funnel



IT Implementation Roadmap



Monetization Strategies

Offer Services
Coaching, consulting, or
specialized freelance work

Host Paid Sessions
Webinars, workshops, and
speaking engagements



Create Digital Products
Courses, eBooks, templates,
toolkits

Collaborate for Revenue
Sponsorships, brand deals, or
affiliate marketing

Scaling Strategies

Expand Your Reach

Collaborate with aligned professionals and thought leaders

Leverage Data

Analyze performance and focus on high-impact efforts



Systemize Your Workflow

Automate content, delegate tasks, and optimize time

Invest in Growth

Use tools, ads, or upskill through courses and certifications

30 Days Roadmap

You will get pdf





**THANK
YOU**