



SMME Clinic Masterclass

Elevate Me

The Art of Personal Branding

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Mindful Brand & Market Strategists

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Let's Talk

1. What is Personal Branding
2. Personal Branding – Why Bother?
3. Building Your Personal Brand
4. Q&A



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Let's Talk

1. Name a prominent personal brand that you know
2. Why



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What is Personal Branding?

Personal branding is the process of creating and managing your own reputation as an individual.

It's about defining who you are, what you stand for, and how you want to be perceived by others.



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Why is Personal Branding Important?



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At the end of the day,
PEOPLE do business
with **PEOPLE**

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Building Your Personal Brand



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Q&A

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Thank You

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