

# Personal Branding



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- Creating an identity for oneself as a person or a corporation is called **Personal Branding**.
- This entails creating a clear and consistent brand identity, message, and presence both online and offline.
- There are numerous psychological justifications for why developing your personal brand may be beneficial.



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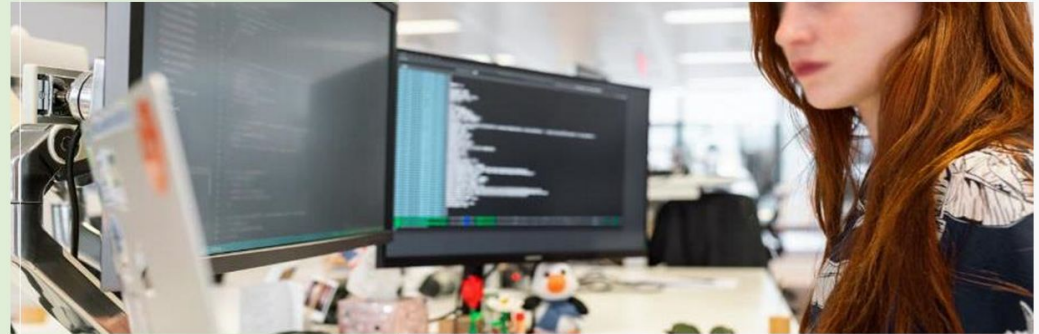
- A set of human traits that are connected to a company name are referred to as a **Brand Personality**.
- An effective brand develops its brand equity by exhibiting a reoccurring set of characteristics that appeal to a certain consumer group.



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- A **Brand Framework** functions as the brand's True North, defining what it stands for and acting as a road map to make sure all interactions with the market support the brand.
- **Corporate** , **Product** and **Personal** are the types of branding.

## Branding Framework



Your Company Name

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- The concept of the **Personal Professional Journey** offers a more helpful framework.
- This framework conceptualises an employee's working life and aids in deciding how best to affect their course and overall experience.



## Personal Journey

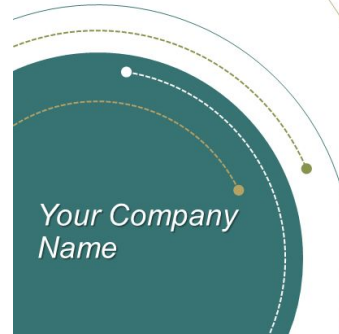
in Organization

Your Company Name

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## Pillars of Personal Branding:

- Identity
- Social
- Online
- Career



**The Perfect Way To  
Introduce Yourself**

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# FAQs

## What are the 5 A's of personal branding?

- Authenticity
- Authority
- Aspiration
- Artisanat
- Affinity

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## What are the 5 C's of personal branding?

- Clarity
- Community
- Creativity
- Content
- Connection

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## What are the types of personal branding?

- Careerists
- Altruists
- Boomerangs
- Hipsters
- Connectors
- Selectives

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