



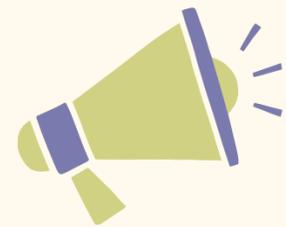
Self-Concept

ooo

PERSONAL BRANDING TIPS

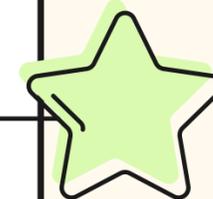
Communication Style

BUILDING YOUR PROFESSIONAL IDENTITY ON LINKEDIN



Visibility

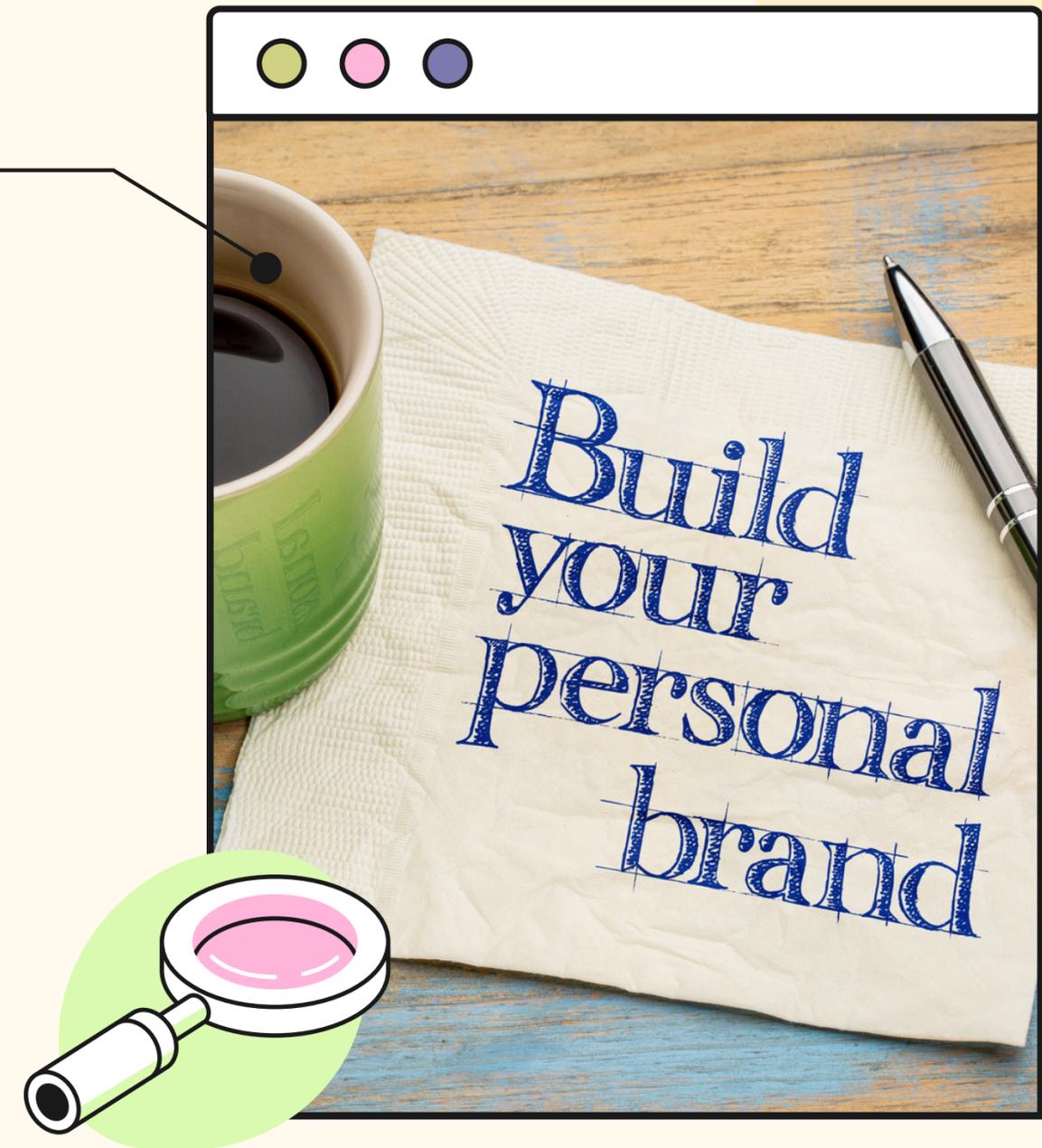
Presented by Omkar Nath Nandi



Feedback

INTRODUCTION

- In today's digital age, personal branding has become more important than ever before
- Having a strong personal brand is essential to building your reputation and advancing your career
- LinkedIn is one of the most powerful platforms for personal branding



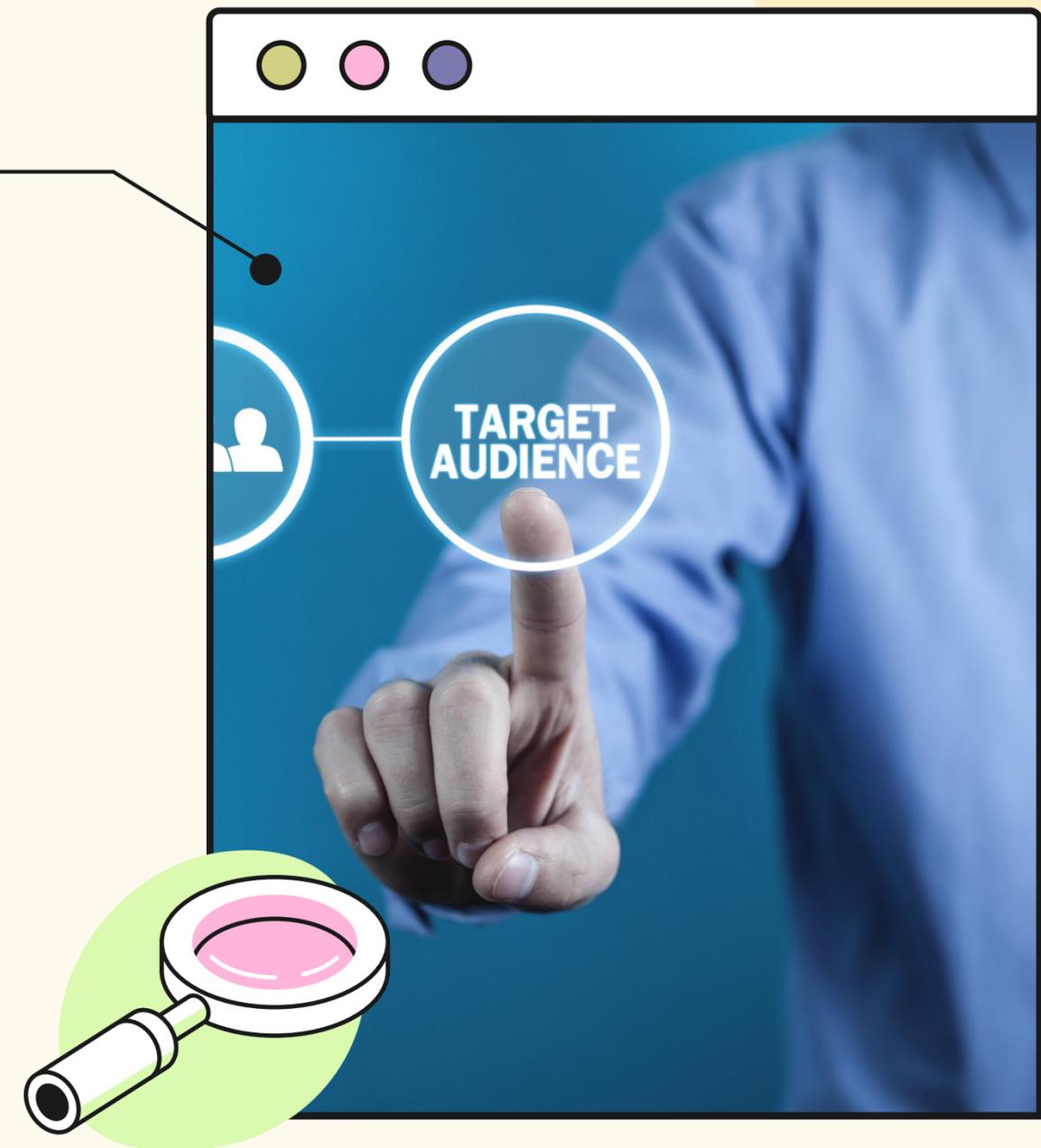
DEFINE YOUR VALUE PROPOSITION

- Your value proposition is a clear statement that explains what you bring to the table as a professional
- Think about your unique skills, experience, and strengths that set you apart from others in your field
- Your value proposition should be concise and easy to understand



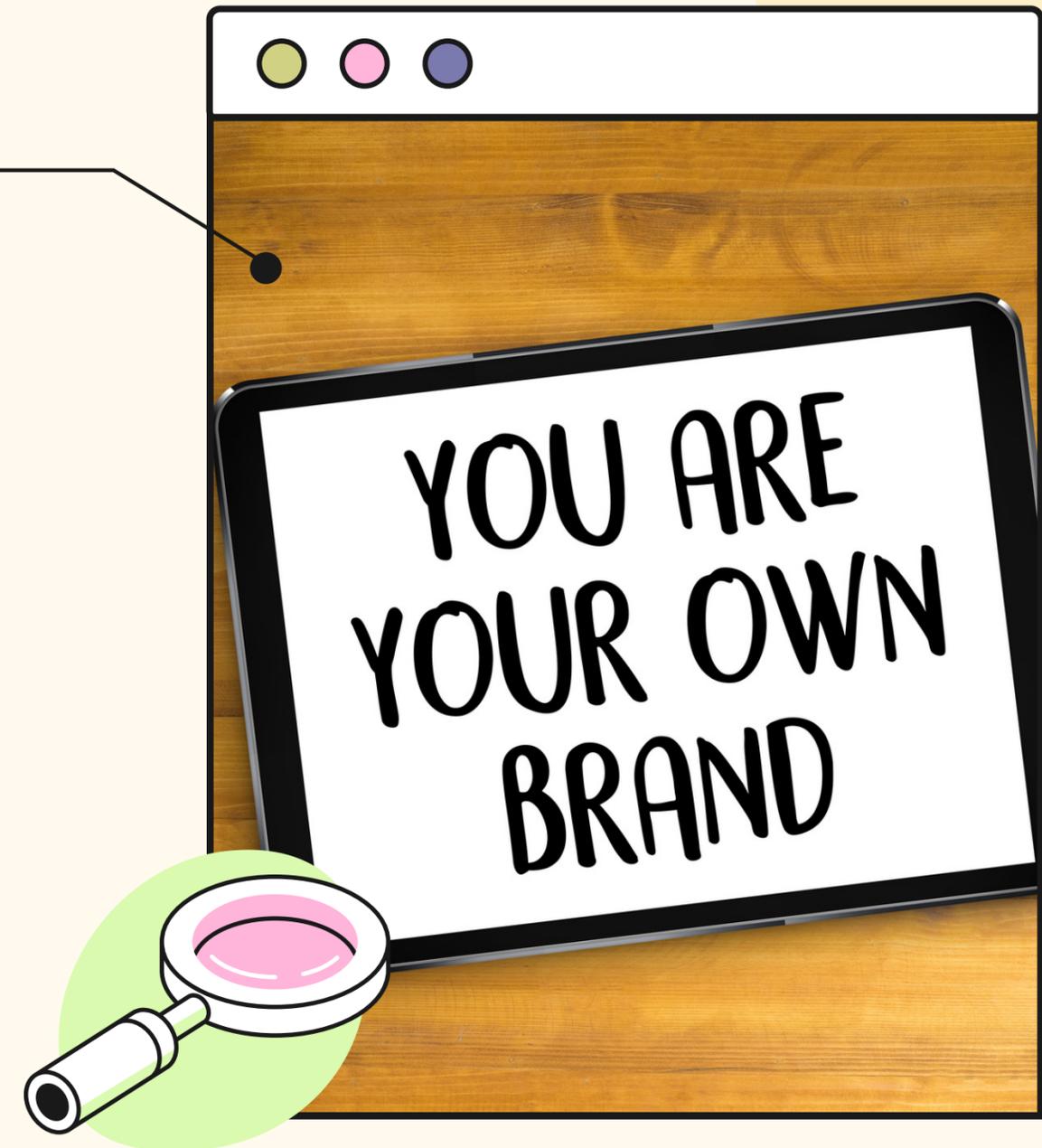
IDENTIFY YOUR TARGET AUDIENCE

- Identify who you want to connect with on LinkedIn
- What are their needs and pain points?
- Understanding your target audience will help you create content that resonates with them and positions you as a valuable resource



CREATE A COMPELLING PROFILE

- Your LinkedIn profile is your digital resume
- Make sure to use a professional headshot
- Write a strong headline that highlights your value proposition
- Include a summary that showcases your skills and experience
- Add relevant work experience, education, and certifications
- Use keywords that are relevant to your industry
- Customize your LinkedIn URL



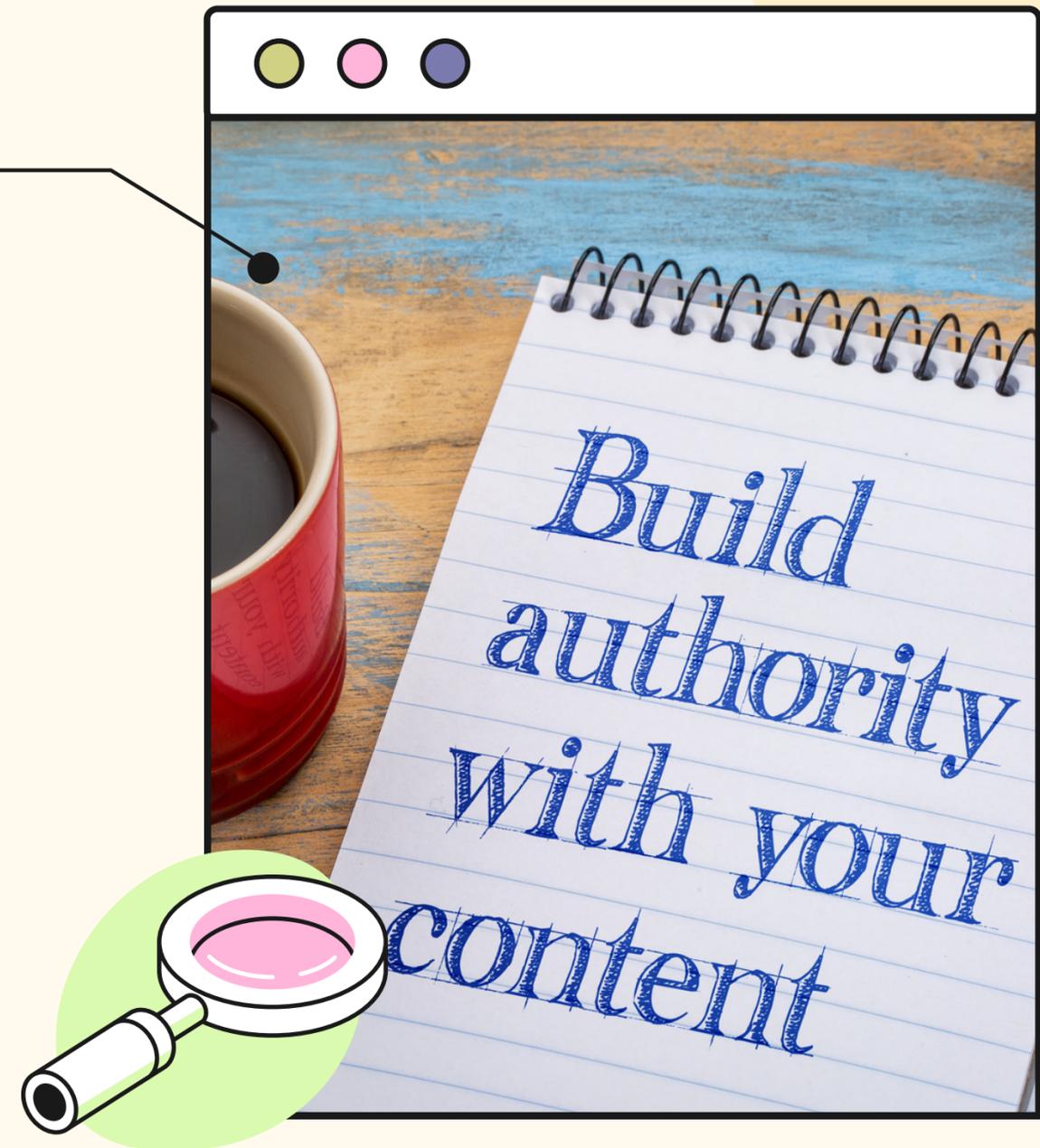
BUILD YOUR NETWORK

- Connect with other professionals in your industry
- Start by connecting with people you know, such as colleagues, classmates, and friends
- Join LinkedIn groups related to your industry and participate in discussions to build your network



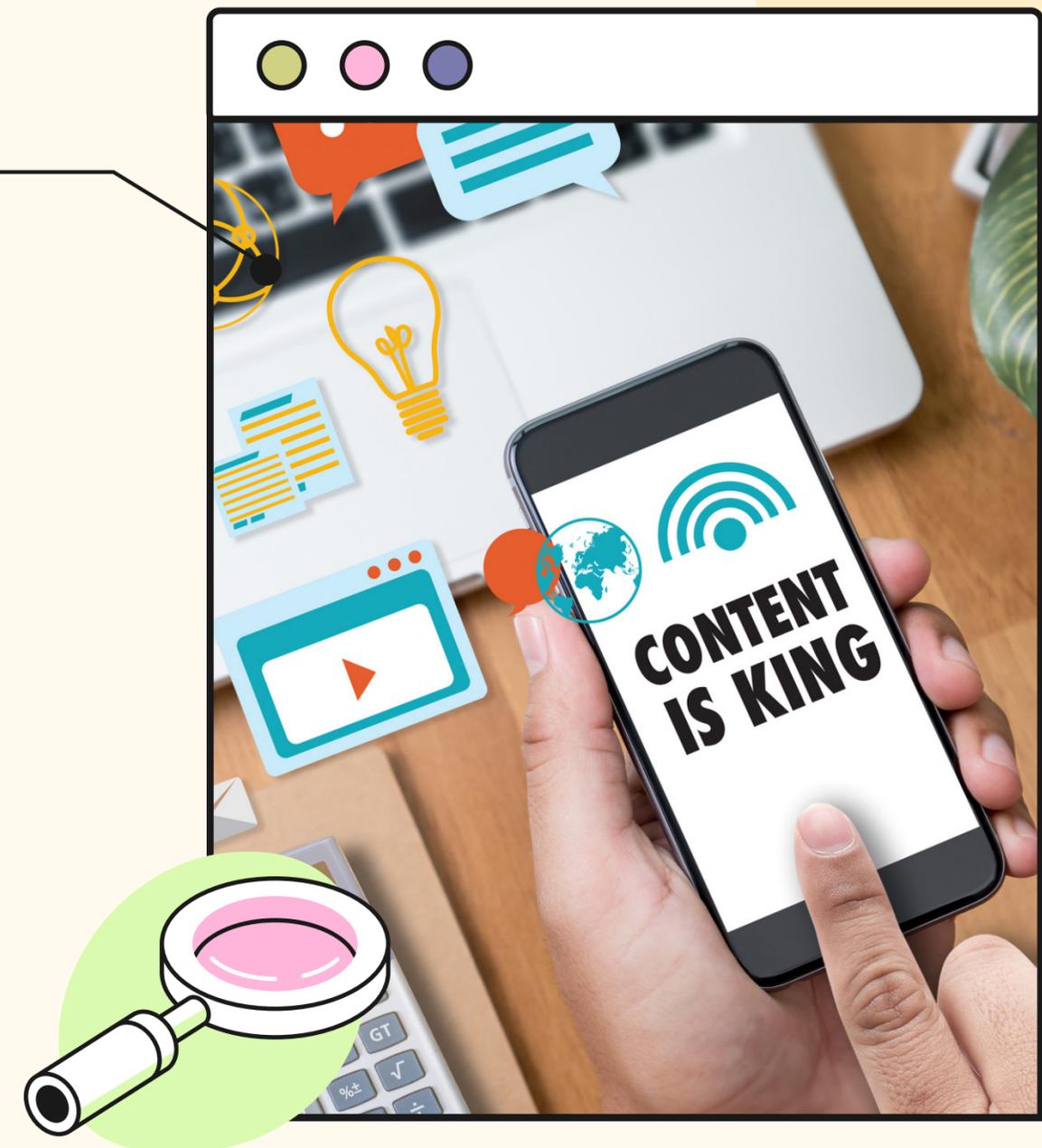
DEFINE YOUR CONTENT STRATEGY

- Define the topics you want to cover on LinkedIn
- Determine the types of content you want to create (articles, videos, images, etc.)
- Decide on the frequency of posting
- Set goals for your content (e.g., thought leadership, lead generation, etc.)



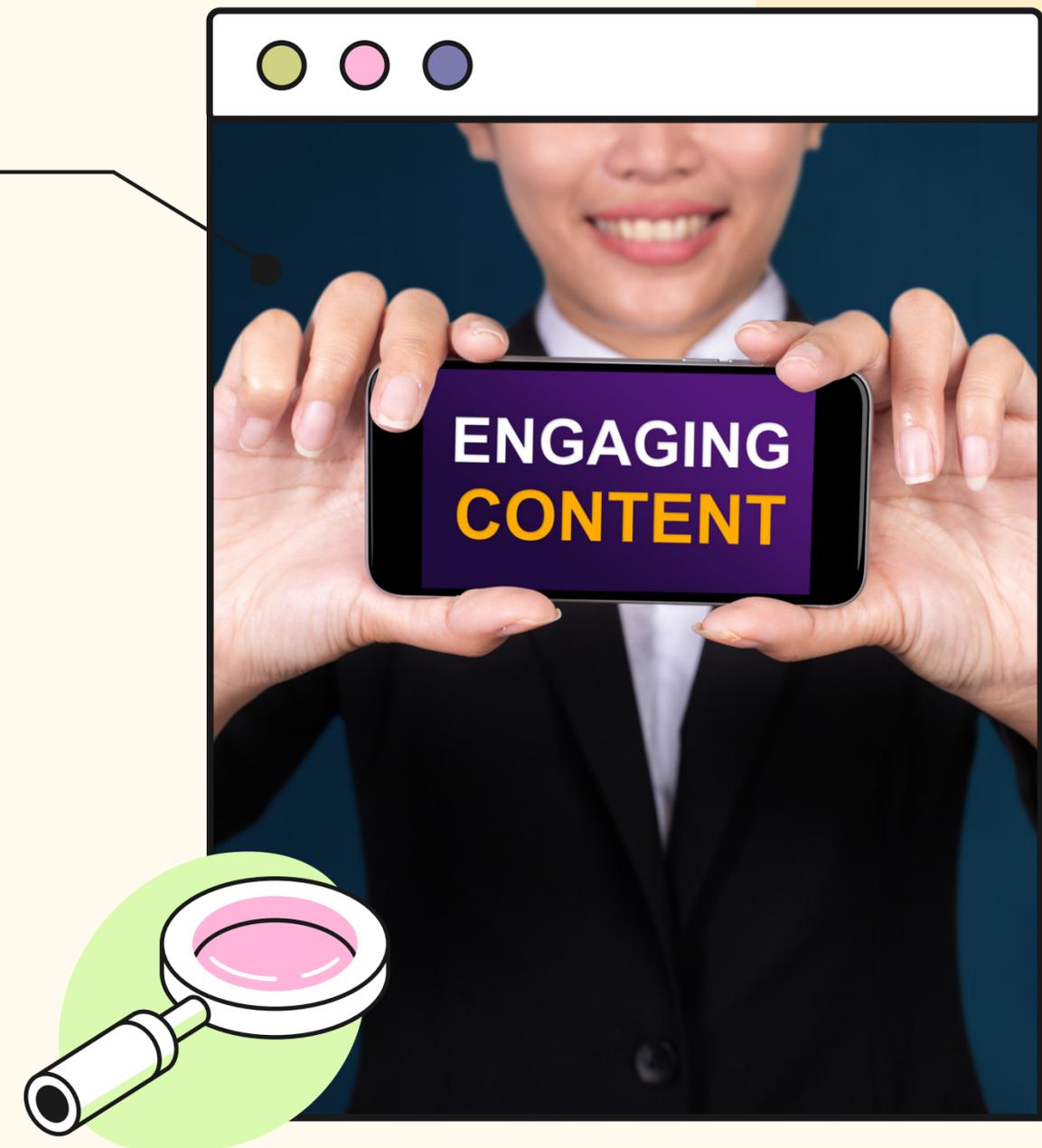
WRITE COMPELLING ARTICLES

- Publish articles directly on LinkedIn
- Write about topics that are relevant to your industry and target audience
- Use a clear and engaging writing style
- Use subheadings and bullet points to make your content easy to read
- Add images and videos to make your content more visually appealing



CREATE ENGAGING VISUAL CONTENT

- Visual content is more engaging than text-only content
- Use images, videos, and infographics to make your content more visually appealing
- Make sure your visual content is high-quality and relevant to your topic



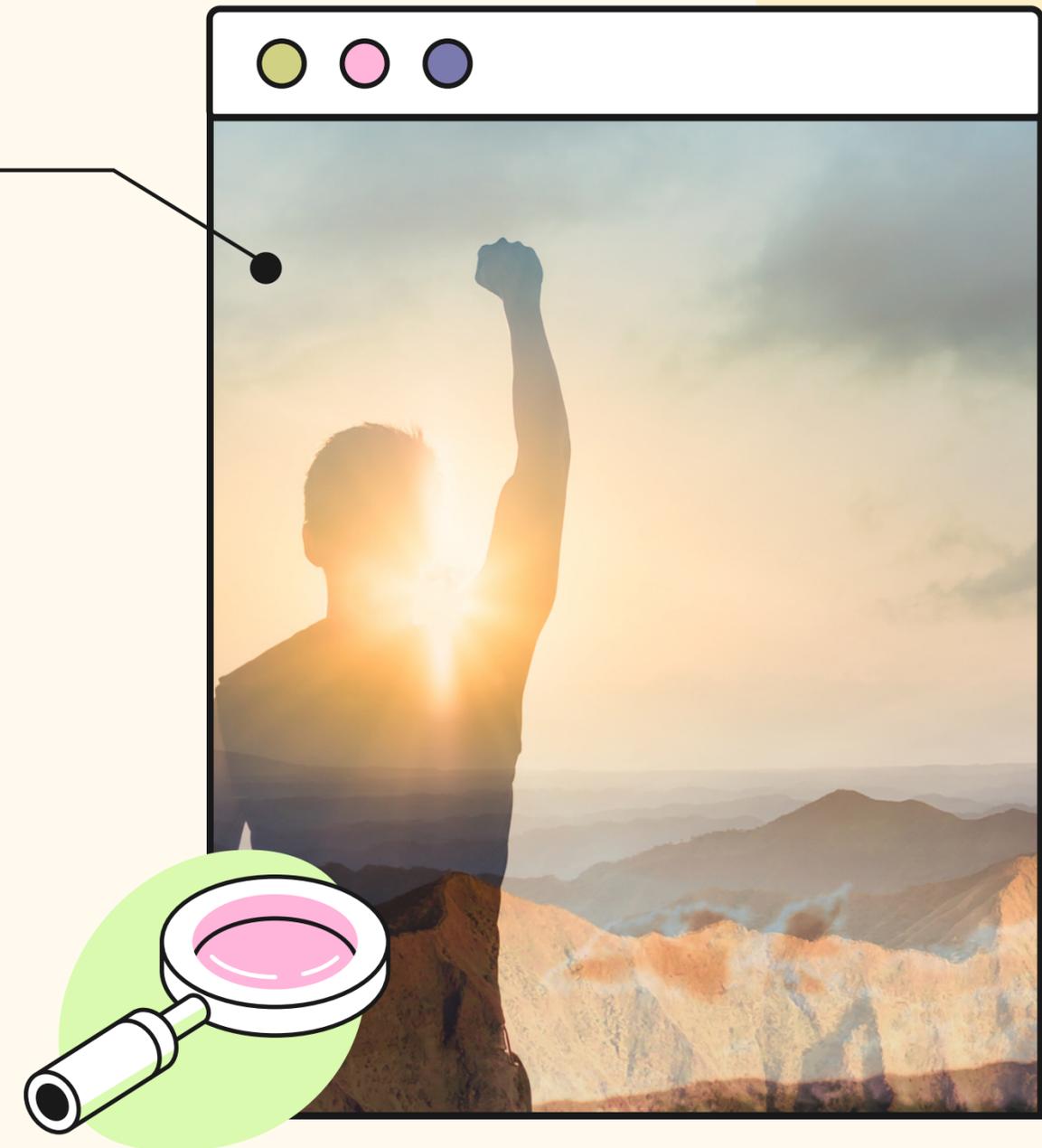
ENGAGE WITH YOUR NETWORK

- Engage with your LinkedIn network by liking, commenting, and sharing their content
- Respond to comments on your own content to build relationships with your audience
- Use LinkedIn messaging to connect with people in your network and build relationships



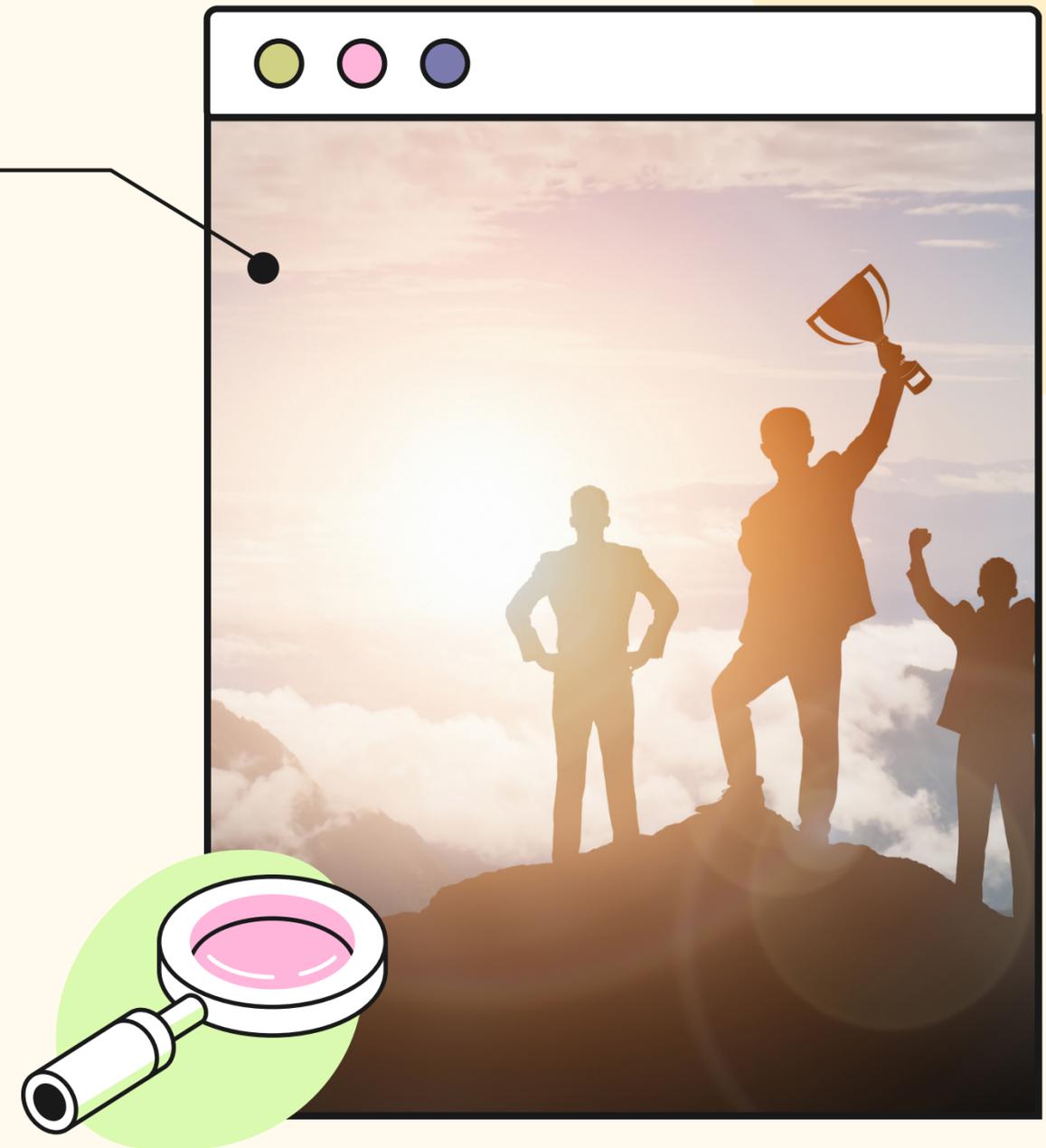
TOP PERSONAL BRANDING BOOKS

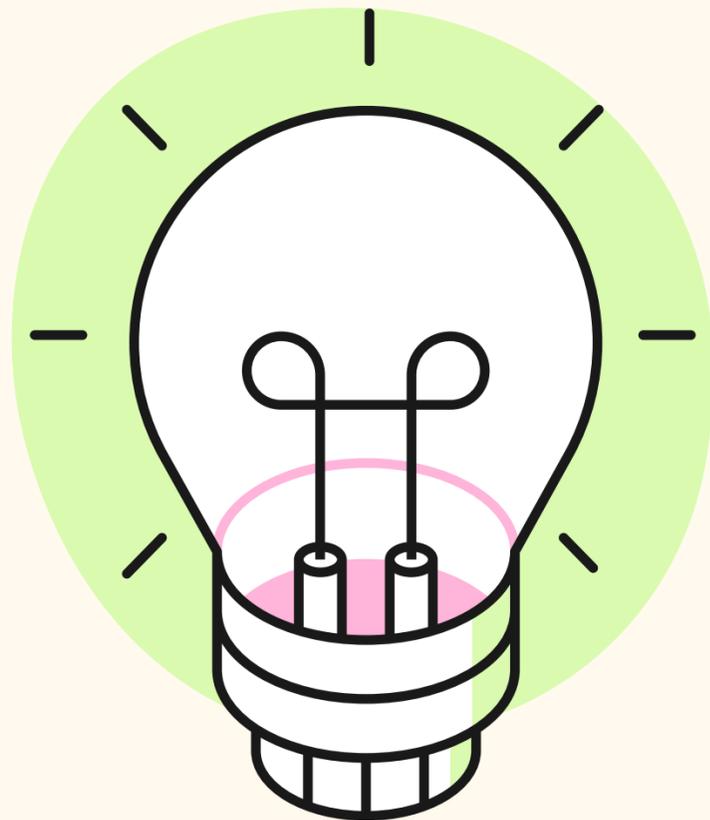
- "Building a StoryBrand: Clarify Your Message So Customers Will Listen" by Donald Miller (8,567 ratings)
- "The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd" by Allan Dib
- "The Dip: The extraordinary benefits of knowing when to quit (and when to stick)" by Seth Godin (5,420 ratings)
- "This is Marketing: You Can't Be Seen Until You Learn To See" by Seth Godin (4,255 ratings)



TOP PERSONAL BRANDING BOOKS

- "Crush It!: Why Now Is the Time to Cash in on Your Passion" by Gary Vaynerchuk (3,139 ratings)
- "Purple Cow: Transform Your Business by Being Remarkable" by Seth Godin (3,089 ratings)
- "The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two" by Al Ries & Jack Trout (3,077 ratings)
- "Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business (Made Simple Series)" by Donald Miller & Dr. J.J. Peterson (1,852 ratings)





CONCLUSION

- Personal branding is essential to building your professional identity on LinkedIn
- Use these tips to optimize your profile, create engaging content, and network effectively on LinkedIn
- Good luck building your personal brand!

Created by Mr Omkar Nath Nandi

Learn from me how GA4 works and benefits your business. I am a qualified digital marketing professional with a diverse skill set and extensive experience in the industry. I hold certifications from reputable organizations such as Google, Salesforce, and PMI-PMP, & I am also a Google Analytics Individual Qualification Certified Professional.

Over the course of 14 years, I have successfully executed digital marketing strategies for 500+ businesses worldwide and 80,000 students joined my courses on Udemy and Alison. Additionally, I have had the privilege of serving as a guest faculty at prestigious institutions such as the Indian Institute of Technology, Kharagpur, Indian Institute of Management, Calcutta, Coimbatore Institute of Technology, Coimbatore, and Army Institute of Management, Kolkata.

As a mentor to MBA students from IAE Montpellier, I have provided valuable insights and guidance to help them achieve their career goals.





PROFESSIONAL GROWTH

**THANK
YOU**

Unleash the power of
knowledge, remember you are
your profile's best marketer.

