

PERSONAL BRANDING

Your Brand, Your Story.

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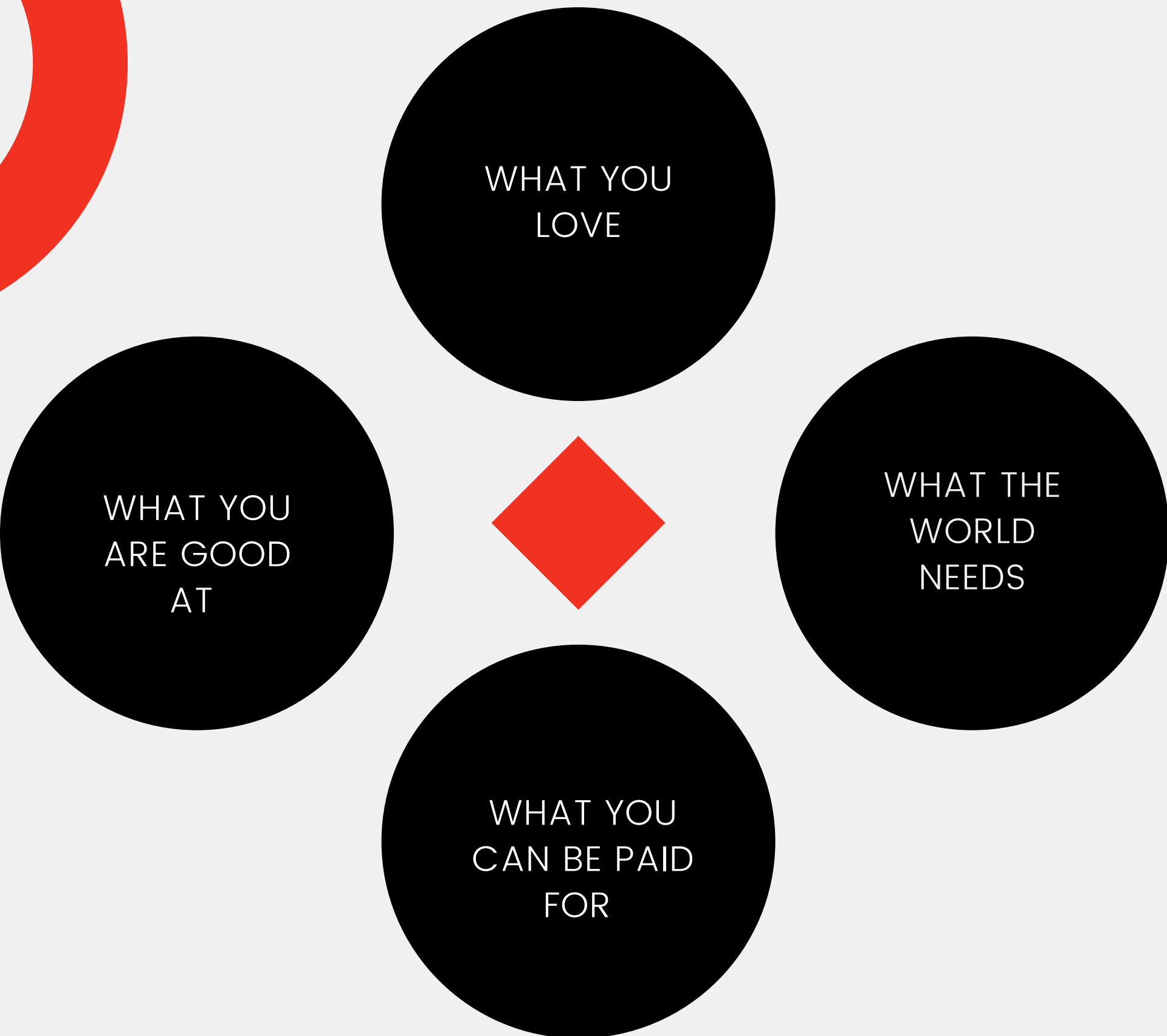


Definition

Personal branding is the practice of creating and managing a public image or identity that represents your values, skills, and personality. It's how you present yourself to the world, whether professionally or personally, and is key to standing out in your field.

It's about building a strong, positive reputation that resonates with your target audience.

IKIGAI 生きがい



IKIGAI means Your Reason for Being

When these four elements overlap, you find your Ikigai. It's a concept that encourages you to find purpose, meaning, and fulfillment in life by aligning your passions with your abilities and the needs of the world.

Ikigai and personal branding are interconnected concepts that can significantly impact your life and career trajectory. Ikigai serves as the foundation for a strong personal brand.

Essential elements of personal branding

- ◆ **Understanding yourself**
- ◆ **Target Audience**
- ◆ **Unique Value Proposition (UVP)**
- ◆ **Consistent Messaging**
- ◆ **Visual Identity**
- ◆ **Online Presence**
- ◆ **Networking**
- ◆ **Credibility and Expertise**
- ◆ **Authenticity**
- ◆ **Reputation Management**
- ◆ **Continuous Evolution**

IMPORTANCE OF PERSONAL BRANDING

01

It Differentiates You

Builds Trust and
Credibility

02

03

Increases Visibility

Attracts
Opportunities

04

05

Enhances Career
Growth

Improves
Communication

06

How to Build a Strong Personal Brand

Define your brand identity

Determine your target audience

Develop a compelling personal brand statement

Create a unified visual theme

Tell your story

GAME : GUESS THE BRAND

JUST DO IT

THINK DIFFERENT

IT'S FINGER LICKIN' GOOD

MORE THAN JUST MONEY.

YOUR EVERYDAY AFFORDABLE TREAT.



Thank You

