

## **Personal Branding on LinkedIn (8 Hours)**

### **Session 1: What is Personal Branding? (1 hour)**

- Difference between branding & self-promotion
- Why personal branding matters for careers & business
- Examples of strong LinkedIn brands

### **Session 2: Crafting Your Brand Identity (1.5 hours)**

- Defining your niche & unique value proposition
- Writing a powerful headline & About section
- Storytelling techniques for professionals

### **Session 3: Visual Branding (1 hour)**

- Profile & banner design tips
- Using media: photos, videos, and featured content
- Consistency across LinkedIn & other platforms

### **Session 4: Building Credibility & Authority (1.5 hours)**

- Sharing insights & thought leadership posts
- Writing LinkedIn articles & newsletters
- Leveraging endorsements & recommendations

### **Session 5: Growing Your Network & Influence (1.5 hours)**

- Engaging with industry leaders & peers
- Building communities through groups & events
- Collaboration strategies (podcasts, webinars, panels)

### **Session 6: Content Strategy & Posting Routine (1 hour)**

- Creating a 30-day LinkedIn content plan
- Balancing professional vs. personal content
- Analytics: tracking engagement & growth

### **Session 7: Action Plan & Wrap-Up (30 min)**

- Daily/weekly habits for brand building
- Turning your brand into opportunities

