

PERSONAL BRANDING - INTRODUCTION

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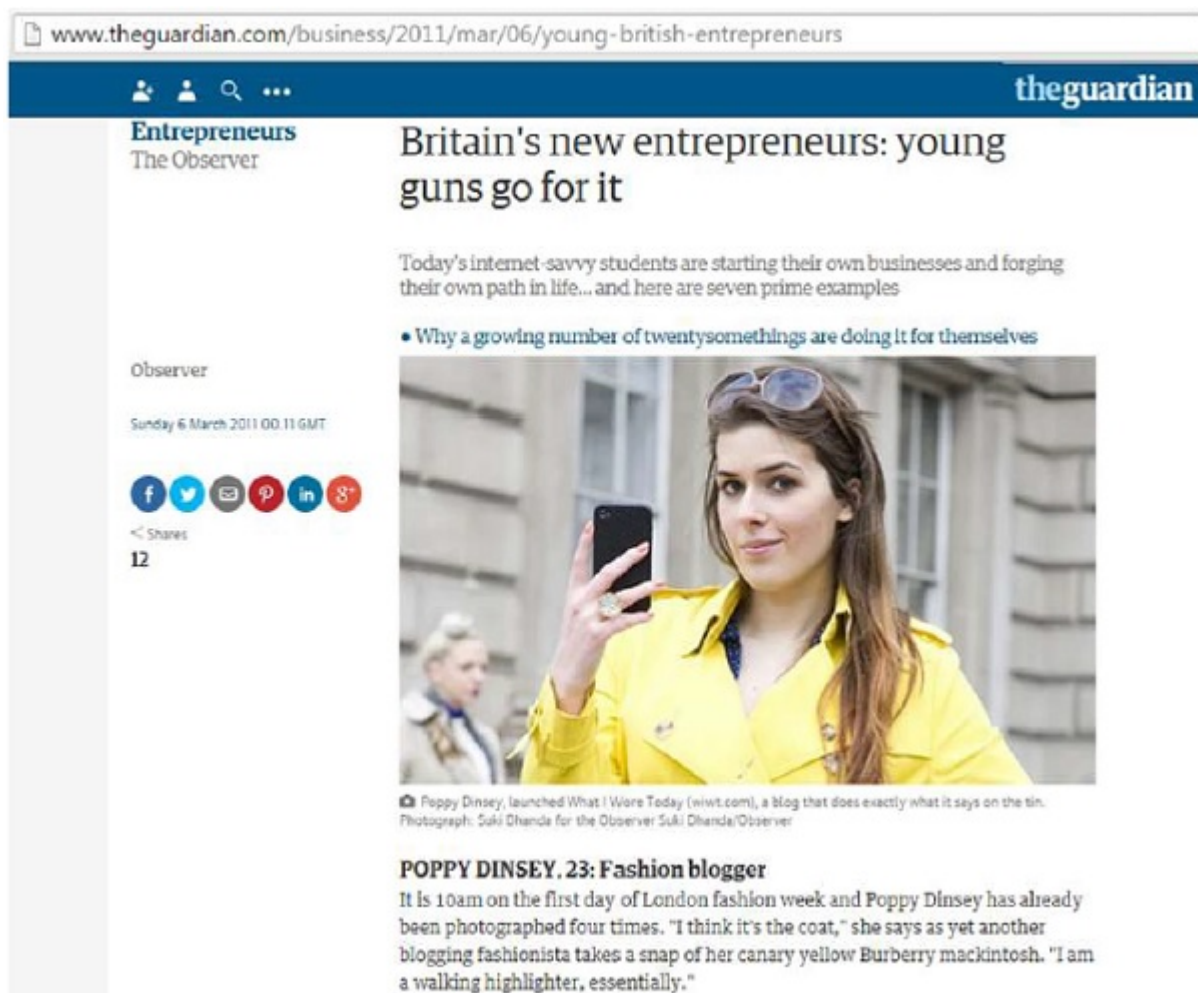
*"If people like you they will listen to you,
But if they trust you, they will do business with you."*

– Zig Ziglar

What is Personal Branding?

Generally, most of the professionals think that personal branding is meant for the politicians *e. g. Mr. NarendraModi, Mr. BarakObama...*, celebrities *e. g. AngelinaJolie, AmitabhBachchan...* etc. But in this highly competitive world, personal branding is an indispensable tool to success irrespective of the profession.

So, the personal branding is defined as "Personal branding is a fully planned and strategic process developing actions to promote your own brand."



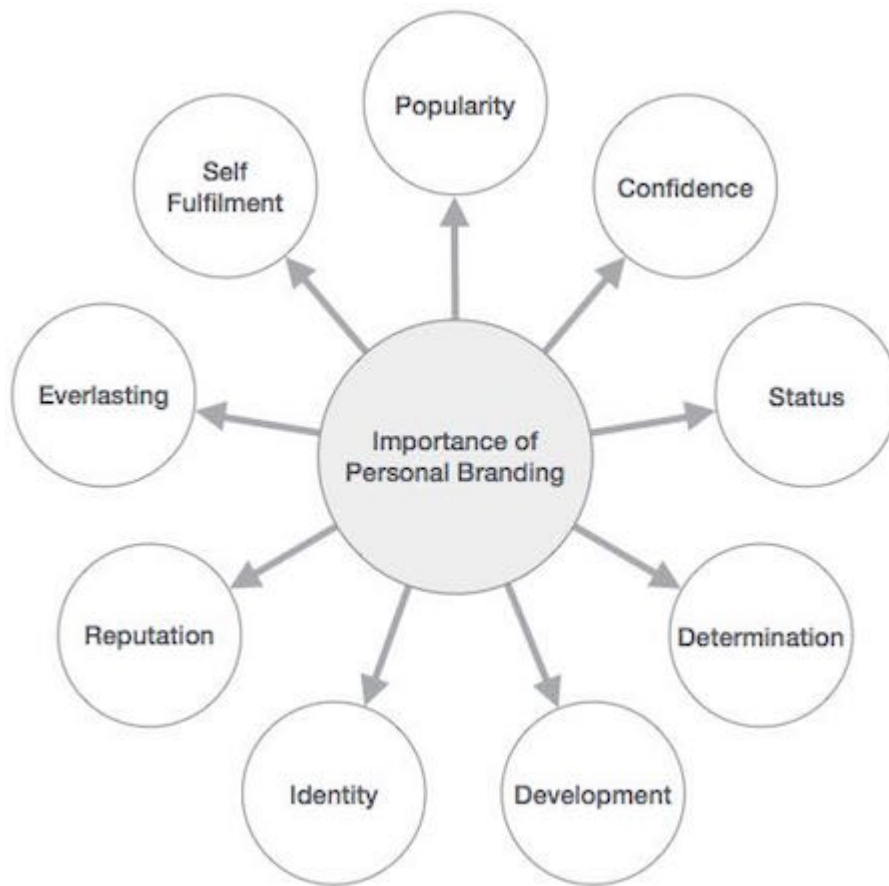
It is a creative and unique way to communicate what makes you special and distinct. It is possible only when you **understand** your creative ideas and unique attributes including skill sets, values, strengths, and passions and **use** them to separate yourself from the crowd.

Why is Personal Branding Important?

The world is highly competitive. There are uncountable competitors offering the same services that you do; in such a confusing case, you must need to be unique and visible in comparison to your all competitors.

Therefore, a strategic personal branding helps you to –

- **Popularity** – Develop your visibility and popularity.
- **Confidence** – Build your confidence.



- **Status** – Stronghold your position in the society.
- **Determination** – Enhance your focus on your business.
- **Development** – Expand your business area/s.
- **Identity** – Increase your earning and fame.
- **Reputation** – Develop your credibility and reliability in the market.
- **Everlasting** – Keep your presence intact even during the recession.
- **Self Fulfilment** – Attain your ultimate goal.





When you groom your profession with personal branding, it helps you to build a strategy. Likewise, it adds unforgettable value to your profession.

Who is Compatible for Personal Branding?

Personal branding is for all those professionals who are determined to attain their goals with honesty. Irrespective of the profession you are into, personal branding is the imperative for your success.



Personal branding is the ultimate way of success. It gives you not only a substantial source of earning but also name and recognition in the society.

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