

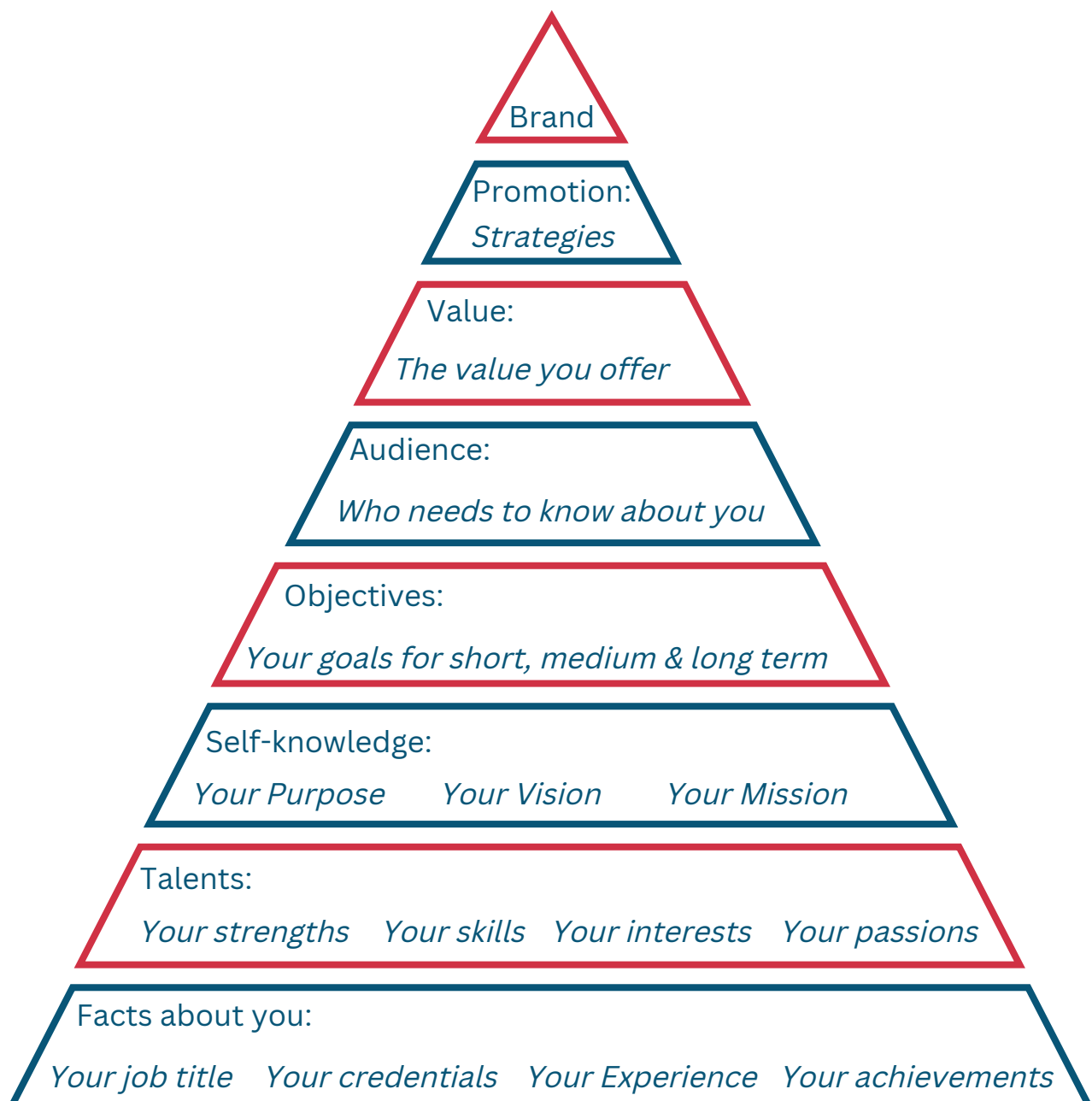
WLA Personal Branding Masterclass

The Personal Branding Pyramid

Your Personal brand is made up of various elements which are all about you, such as your skills, experience, qualifications, job and your purpose.

For any good brand to be successful, it also has to be underpinned by its own purpose and a strategy.

The Personal Branding Pyramid helps you to create both your brand and your strategy to effectively 'market' yourself.



WLA Personal Branding Masterclass

Your turn to create your brand:

Facts about you:	
Talents:	
Self-knowledge:	
Objectives:	
Audience:	
Value:	
Promotion:	
Your brand summarised:	