

Personal Branding Workshop!



Everything Starts with a First Impression!

78% of purchasing managers look up a salesperson online before they agree to meet with him or her.

They may use Google, or Facebook, or your company website for your personal profile, but most times, they start with LinkedIn.

Does your online image accurately represent the "real thing?"



Attention to Your Personal Brand Isn't Vanity. It's Good Judgment!

Outcomes of this workshop



An online presence that is authentic and showcases your skills and strengths.



Get found more often on LinkedIn and other social media.



Be featured on blogs or interviewed more often by the media.



Be more likely to be considered for jobs and promotions.



Feel confident that you are being represented online in the most appropriate way.



Success Factors

We want to look authentic and professional online.

This isn't a skill that most of us grew up with, but it can certainly be learned!

Personal Branding Workshop!

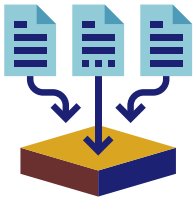


Outline of this Workshop



Onboarding

- How to Use This Course
- Customize Your Profile
- Download the Printed Materials



Information Gathering

- Initial Survey
- Initial Consultation



Current Profile Audits

- LinkedIn Profile Audit
- Facebook Profile Audit
- Twitter, Instagram or Other Profile Audit
- Evaluation of Web Site or Blog



Accomplish Improvements

- LinkedIn Profile Audit
- Facebook Profile Audit
- Twitter, Instagram or Other Profile Audit
- Evaluation of Web Site or Blog



Final Audits

- Final Checklist
- Schedule Final Consultation
- Final Questionnaire



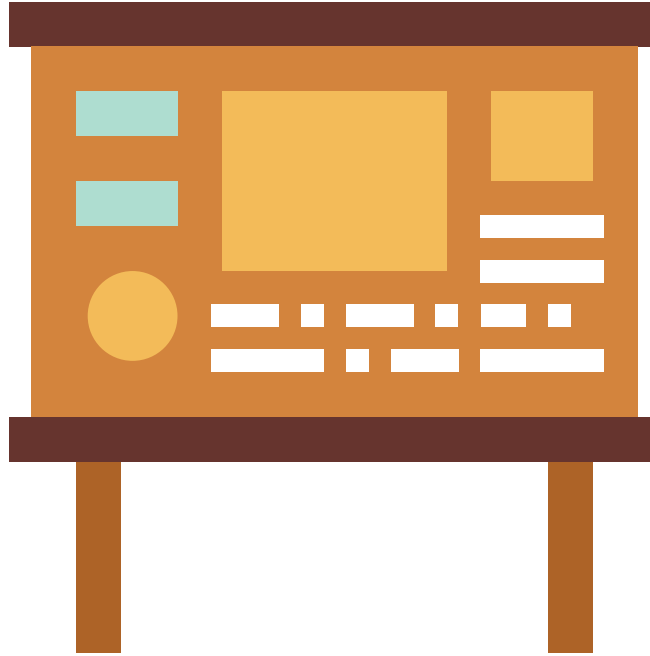
Success Factors

Work through the online materials with us as you make these changes!

Information Gathering



Exploring the Possibilities and Setting Goals



Before we make ANY recommendations, we need to understand YOUR goals and objectives.

- A profile that's appealing to your target customers?
- More podcast, blog and media interviews in the industry?
- Positioning as an authority or expert in your field?

By understanding your priorities and and objectives, we can make better decisions.



Success Factors

"Seek First to Understand, then to be Understood!"

-Steven Covey

Profile Audits



When aviation industry decision makers are looking for an expert on a particular subject, they'll often first look for people they know.

Your LinkedIn profile is often the first people look.

And they certainly look you up before they agree to meet with you!



Success Factors

We use objective criteria and industry best practices to evaluate your profiles.

We share our results with you- you may choose to apply some, all or none of our recommendations.

Accomplish Improvements



Knowing what to do is only the first step - sometimes we need some assistance to get the job done!

We work with you to ensure you're comfortable getting to the right places online and making the recommended changes you choose to make.

We don't log into any of your personal social profiles, but we can give you detailed guidance as needed.



Success Factors

"Knowing what to do is only half the battle."

-G.I. Joe, 90s Cartoon Character.

Final Checklist, Consultation and Questionnaire



So many of the courses we take and workshops we get involved in don't meet expectations/

It's hard to look back days, weeks, months or years later and point to any specific improvements that resulted from that effort.

This is not one of THOSE kinds of workshops.

We don't want to finish the project without knowing we've accomplished what we set out to do!



Success Factors

It's not about how you start, it's about how you finish!

Finish Strong!