

BRAND YOU





AT 21 MY LIFE CHANGED FOREVER!





AUTHENTIC

CONNECTION



THIS IS ME

Chief of Everything
My brand colour
Authentically me
Make my own rules
Multipassionate
Intentional content





WHAT IS A PERSONAL PROFILE?

It tells your story

It is your professional reputation

It is 24/7
and it's global

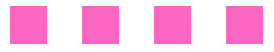
It is a footprint of your
online presence



A GREAT PROFILE

Memorable

**Showcase
skills & values**



DOES YOUR PROFILE REFLECT

YOU?



THINK OF YOUR PERSONAL PROFILE LIKE A WORKOUT

THE SAME THING IS
NOT RIGHT FOR
EVERYONE



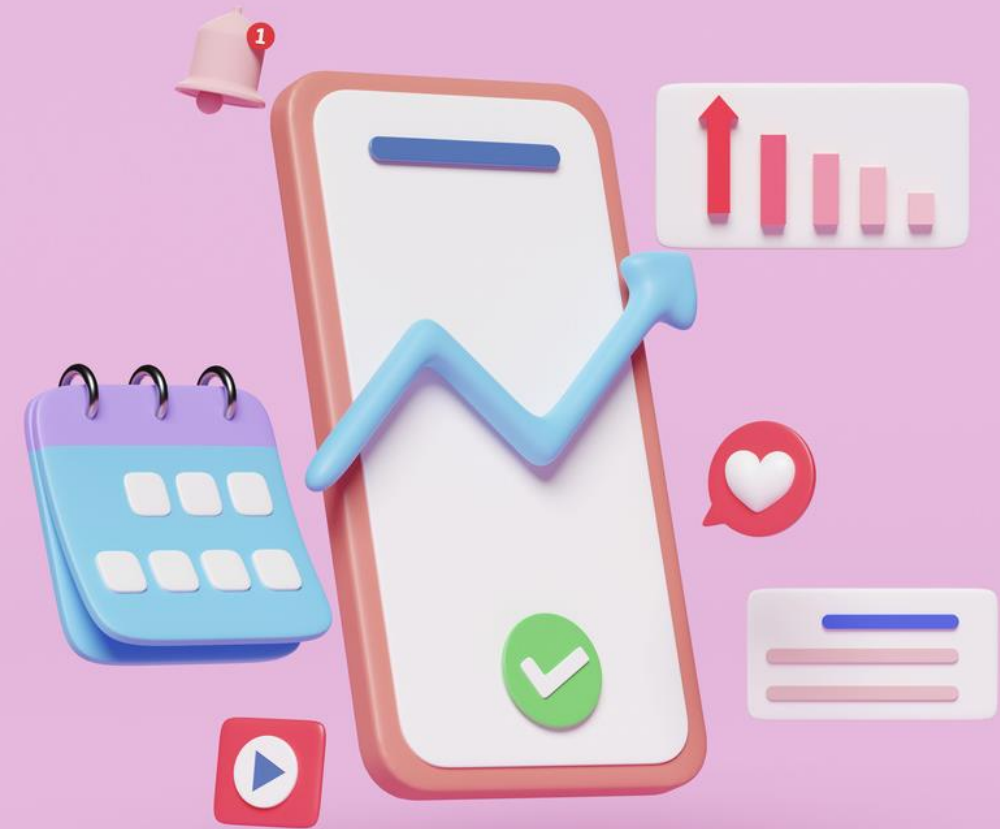


**YOUR PROFILE
IS BIGGER
THAN
SOCIAL
MEDIA**





**SOCIAL IS
ONE PART
OF YOUR
OVERALL
PROFILE**



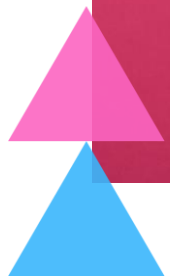


**I'M CALLING
BLATANT
ON THE
SOCIAL MEDIA
RULES**





**AUSSIES SPEND
AN AVERAGE
OF 1 hr 53 mins
a day on social
media.**





SOCIAL FATIGUE



**RULED BY
ALGORITHMS**



NOT FOR EVERYONE



**NOT JUST
ABOUT YOUR
CAREER
OR WHAT
YOU DO!**



MULTIFACETED LIVES



FAMILY
CAREER
HOBBIES
PASSIONS
FRIENDS
SIDE HUSSLES
HEALTH & FITNESS

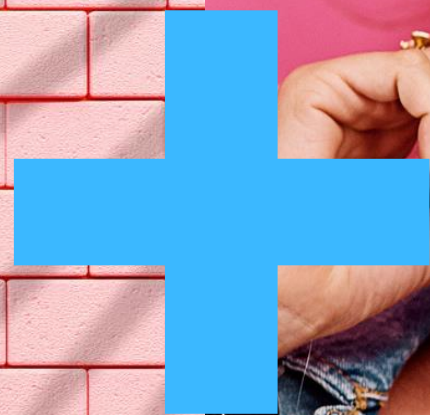
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**YOUR PROFILE
SHOULD BE
AS UNIQUE
AS YOU!**





DIGITAL



IN REAL LIFE



GOOGLE YOURSELF

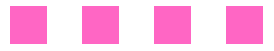
SNAPSHOT OF
YOUR ONLINE
PROFILE





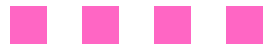
**HOW DO
YOU WANT
TO BE
PERCEIVED
BY THE
WORLD?**



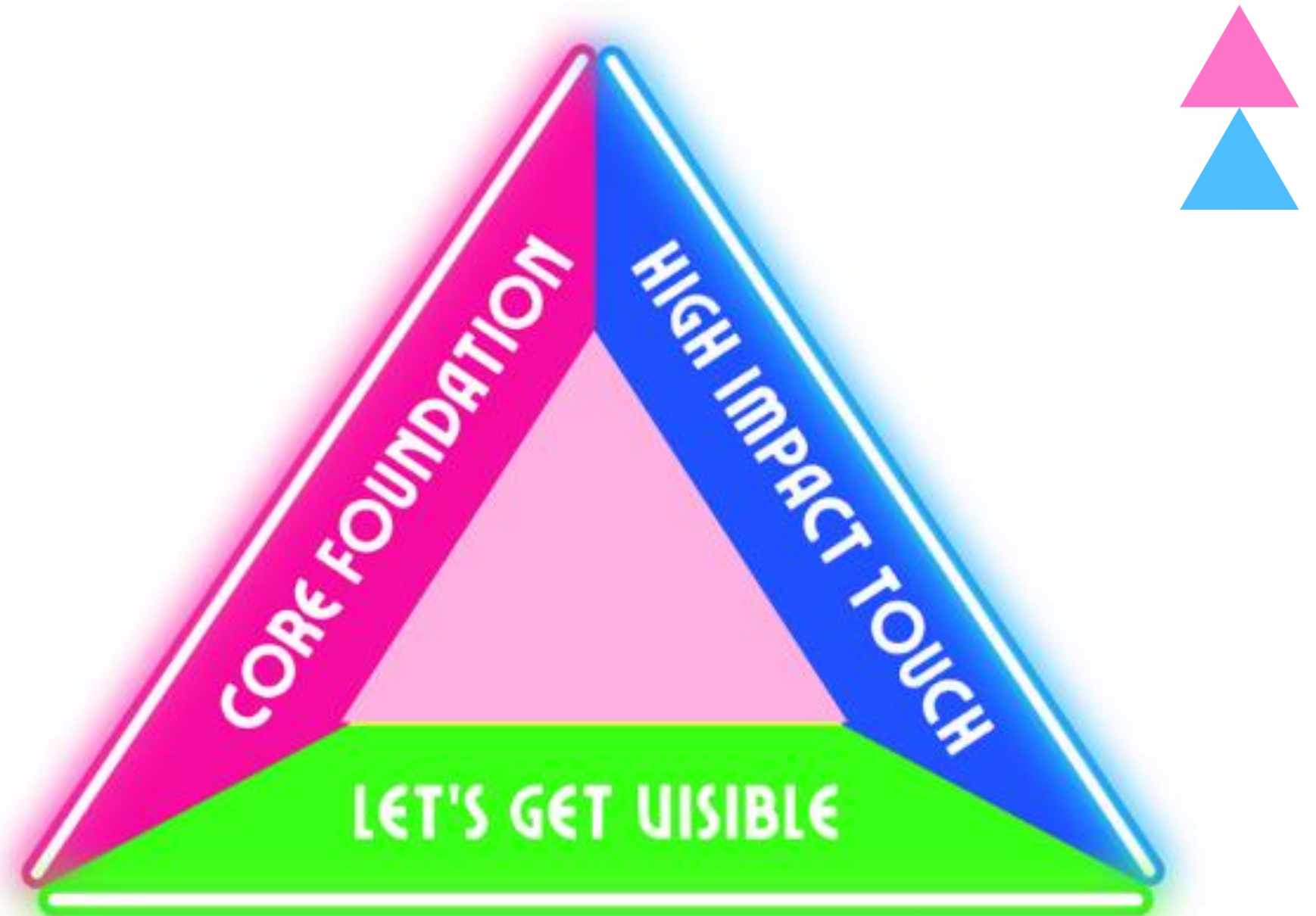


THE CRINGE FACTOR





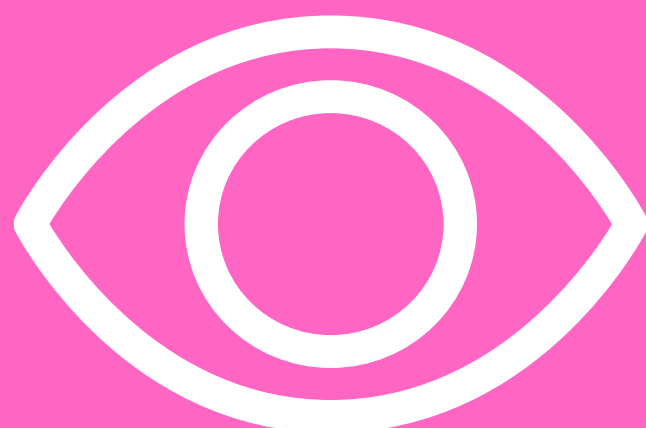
BRAND PROFILE TRIANGLE





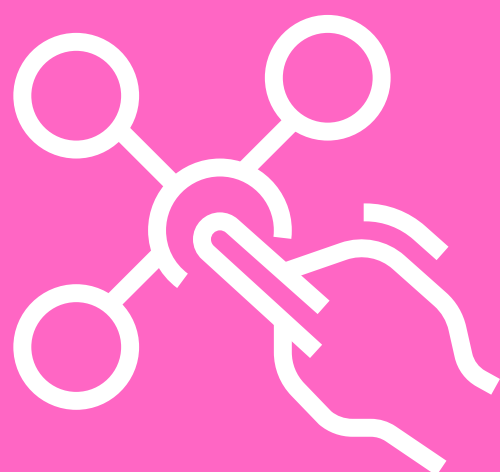
Core Brand Foundations

Look, Personality & messaging



Let's Get Visible

The visibility of your profile



High Impact Touch Points

IRL moments to engage & connect



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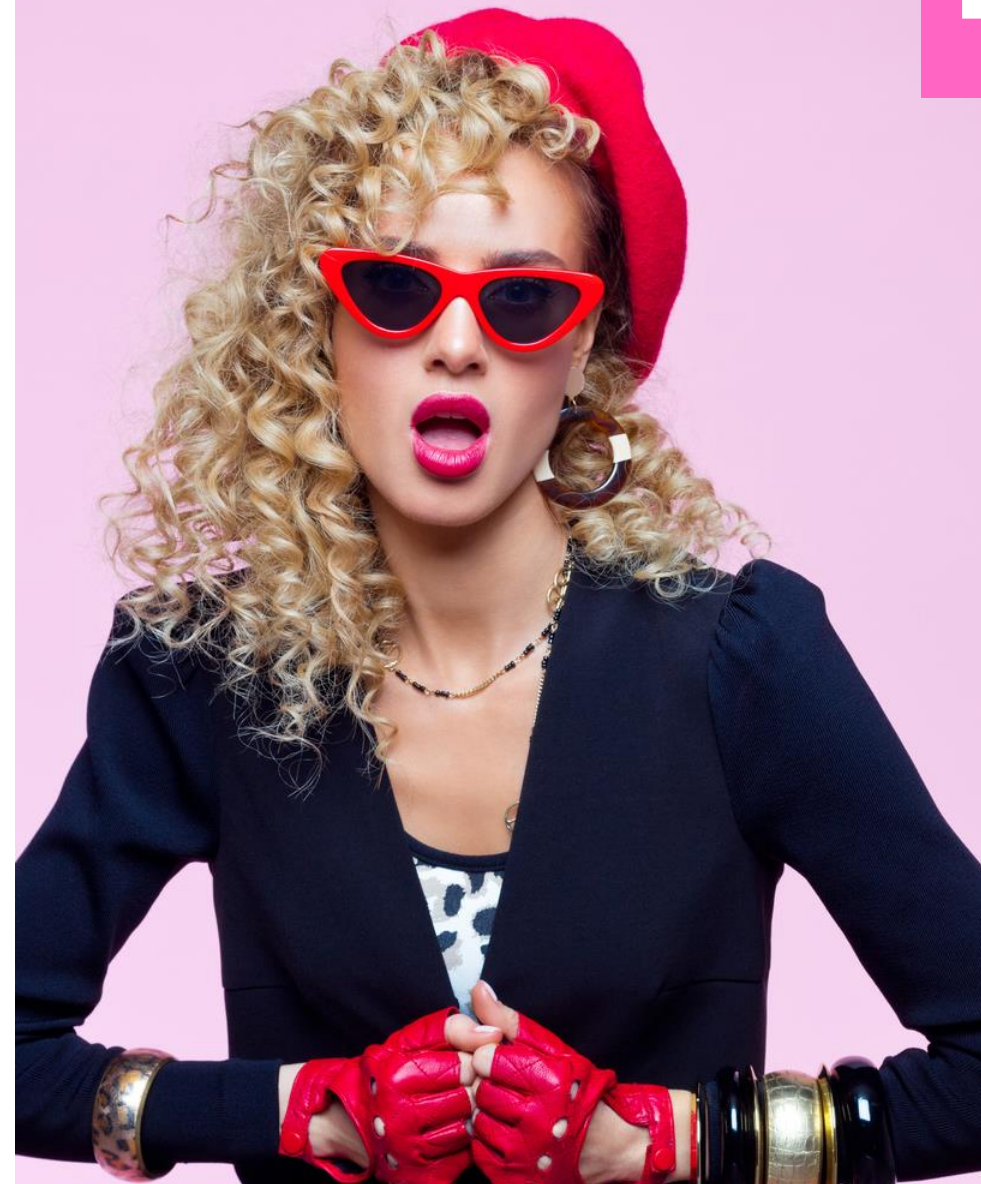
CORE BRAND PROFILE

FOUNDATIONS





BRAND LOOK



PERSONALITY

YOUR MESSAGE

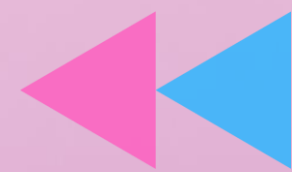


LET'S GET VISIBLE



ONLINE PROFILE

Website
LinkedIn profile
Facebook /
Instagram
Videos / You Tube
Blogs
Media stories
Content
Own hashtag





SHOWCASE YOUR EXPERTISE

WHAT DO YOU
WANT TO BE
KNOWN FOR?

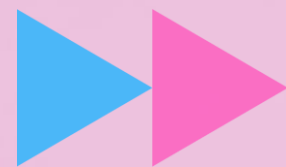


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HIGH KICK

TOUCH POINTS





IN REAL LIFE SPARKLE



Thank You cards
Personal postcards
Print publications
Internal newsletters
Radio / TV interviews
Going to events
Speaking at events
Presentations
Mentoring

THINK OUTSIDE THE SCREEN



Pick 2-3

Simpler
Easier

Less Complicated
More Connection
More Balance



WHAT MAKES YOU, YOU?

Your background
Your daily life
Your challenges
Life events





**YOUR PROFILE SHOULD
CHANGE TO SUPPORT**

NEW GOALS & ROLES

ONLINE



VALUES



EXPERTISE



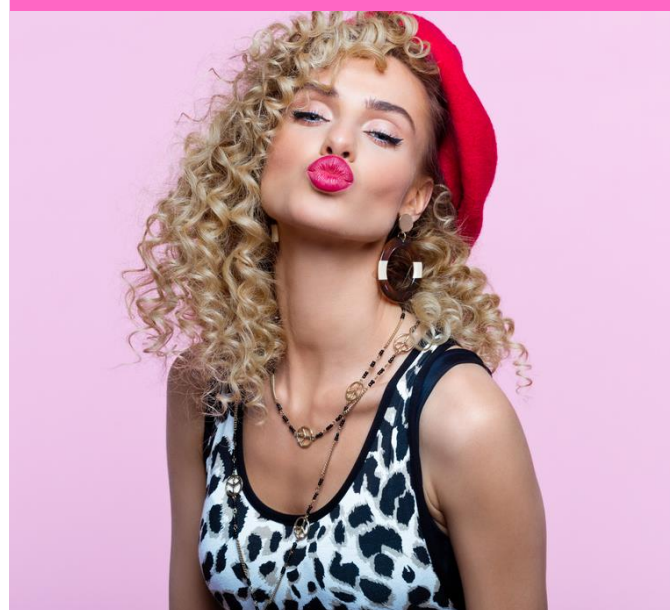
PERSONALITY



IRL



STORIES



+

CONNECTION



BEING YOU

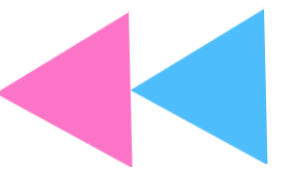




FOCUS ON

STRENGTHS

**+ WHAT
YOU LIKE**





**YOUR PERSONAL
PROFILE DOESN'T
NEED TO BE**

BOLD

**BUT IT DOES TO
BE AUTHENTIC!**



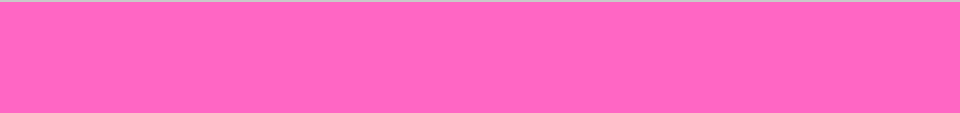
**AUTHENTICITY &
CONNECTION
IN REAL LIFE IS
THE MOST
POWERFUL
ASSET
YOU HAVE**





**YOUR
HUMANNESS
IS THE CORE
OF YOUR
BRAND &
PROFILE**







**DON'T WAIT
FOR A LIFE
EVENT TO
MAKE
CHANGES**



**SPRINKLE
YOUR
AUTHENTIC
SELF INTO
EVERYTHING
YOU DO**





**NEVER LET
ANYONE
DULL YOUR
SPARKLE**

