

**PERSONAL BRANDING
&
PROFESSIONAL PORTFOLIOS**

PERSONAL BRANDING & PROFESSIONAL PORTFOLIOS

- What is personal branding?
 - Who needs it?
 - What does it entail?
- What is a portfolio?
 - Who needs it?
 - What does it entail?

PERSONAL BRANDING & PROFESSIONAL PORTFOLIOS

- Know your audience
- Find *your* brand; So what?
- Know your skills and holes
- Keep it simple; organized
- Highlight and stay “on message”
- Visuals are great!
- Include testimonials
- Keep consistent and professional
- To Consider...
 - Electronic version?
 - Leave-behinds?
 - Recommendations?