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STEP UP SERIES

Strategies, Tactics, Evaluations,
 Principles to Upskill & Progress

A Biweekly Business
 Newsletter



By Shanker Viswanath

13 Effective Ways to Build a Successful Personal Brand

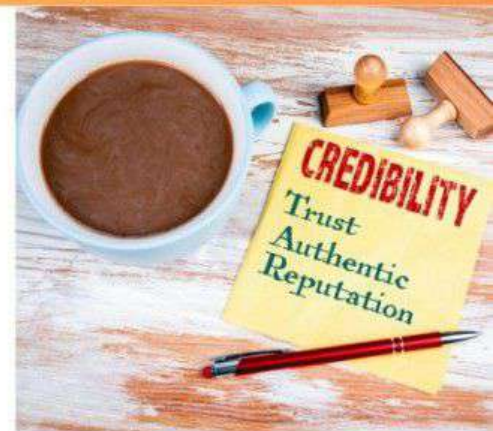
Building a successful personal brand is essential for business growth because it helps you in the following ways:

- Establish Your Credibility
- Attract New Clients
- Helps you to stand apart from Competitors
- Building Trust, and
- Creating a Community

However, the question is, "How can One Build a Successful Personal Brand?"

In this Newsletter, I am sharing "13 Effective Ways to Build a Successful Personal Brand."

I am sure you will find it helpful to you.



From my Desk to Your
 Laptop, a Biweekly
 Connection.

- Shanker Viswanath

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Don't be scared to present the real you to the world, authenticity is at the heart of success.

Unknown

- Perception

How you want others to perceive your brand and you;

- Expertise

Your unique skills, knowledge, and experience

- Reputation

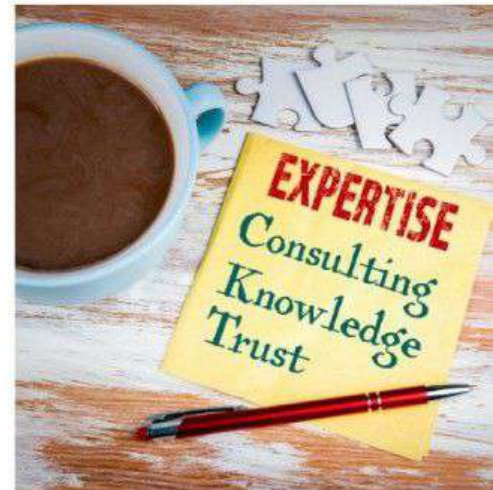
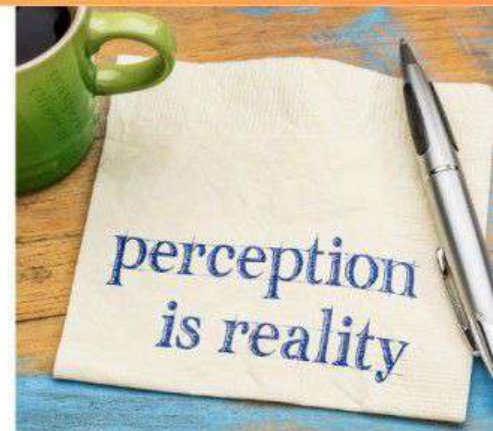
Your track record and what others say about you

- Story

Your personal narrative and how it ties into your brand

- Originality

What sets you apart from others in your industry



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- **Niche**

The specific area or target audience you focus on

- **Authenticity**

Being true to yourself and your values

- **Leadership**

Your ability to lead and influence others

- **Beliefs**

Your core beliefs and how they align with your brand

- **Relationships**

Building healthy relationships and nurturing them effectively



"If people like you they will listen to you, but if they trust you, they'll do business with you."

Zig Ziglar

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- **Appearance**

Your physical appearance and how it reflects your brand



- **Networking**

Building a strong network and leveraging it to grow your brand



- **Development**

Continuously improving and evolving your skills and brand



"Start by knowing what you want and who you are, build credibility around it and deliver it online in a compelling way."

Krishta Neher

"Focus on identifying your target audience, communicating an authentic message that they want and need and project yourself as an "Expert" within your niche."

Kim Garst