

Personal Branding: The Path to Success

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Abstract

It has become essential to create a brand image for oneself in this digitally competitive world. With Artificial Intelligence and Machine Learning leading their way into the corporate world, the process of having to an identity for every individual has become inevitable. Personal branding is all about building an intentional strategic image that helps one to project their value proposition and define themselves to others.

Future-focused should be the foundation of this image building process. This article believes in developing strategies that would support in creating that focus point, which needs to be projected defining oneself. Ones skills, values, messages, and positioning via social media platforms or developing their digital space that speaks about 'What you want people to say' would be possible.

Personal branding does not only create an image that represents oneself but also focuses on the reputation of themselves. This strategy enhances a collective perception that others hold about the actions, behaviors and track record. It changes the trajectory of 'how one is seen right now'. To understand the digital footprint, do an audit, Google yourself, create a quick checklist, identify the gaps, and take time to commit to action. This would be the first step to begin the strategic process of brand creation.

