

EMBARЯ INSTITUTE

Personal Branding

You never get a second chance to make a first impression- make it one that will set you apart, build trust and reflect who you are.



Overview

Oprah Winfrey went through a number of transformations before anchoring herself as one of the most influential personal brands in the world. In this course, we will provide you with the knowledge and tools to build your own personal brand which will cultivate the right perception. You will learn how to position and promote yourself in a unique and authentic manner, how to safeguard your reputation and how to convey yourself in a manner that can potentially be monetized. Those who aren't seen aren't remembered.

This course
provides
valuable
insights into

- Personal branding introduction.
- Why it is important to build your personal brand?
- 3 steps to follow while building your personal branding.
- Build your brand, use your expertise to create tailored content.
- Online vs Offline consistency.
- Network - Communication - Creation.
- My brand: responsibilities and challenges.
- You are your own Brand!

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There is no elevator to success, you have to take the stairs.

- Zig Ziglar



PERSONAL BRANDING INTRODUCTION

- Are you destined to be a brand?
- Who are you?
- Personal branding masters.

WHY IT IS IMPORTANT TO BUILD YOUR PERSONAL BRAND?

- Do you understand the power of your brand and the value of your trade mark?
- GIG Economy.
- People don't buy what you do, they buy why you do it.

3 STEPS TO FOLLOW WHILE BUILDING YOUR PERSONAL BRANDING.

- Self awareness.
- Tell your story with your life.
- Deepen your relationship with your audience.

BUILD YOUR BRAND, USE YOUR EXPERTISE TO CREATE TAILORED CONTENT - BE A MASTER OF YOUR CRAFT.

- Content creation.
- Target audience.
- My objectives.

**ONLINE VS OFFLINE CONSISTENCY -
PERSONAL BRANDING FOLLOWS YOUR
EVERYWHERE YOU GO.**

- My online presence.
- My offline presence.
- How to build 360 degrees consistency.

NETWORK - COMMUNICATION - CREATION

- Networking.
- Communication outlets.
- Brand creation.

**MY BRAND: RESPONSIBILITIES AND
CHALLENGES**

- Content responsibilities.
- Are you ready to fall?
- Convert the challenges into your super power.

**LAST BUT NOT LEAST: BE AUTHENTIC,
MANIFEST WHO YOU ARE BECAUSE YOU ARE
YOUR OWN BRAND!**

- Keep it real, be true with yourself.
- Self promotion.
- You are a brand.

Course leader

Margaret Herde



Margaret Herde is a member of the Dubai Business Council, Forbes Middle East, co-host of The Pulse of Dubai Podcast and founder and managing director of Embarr Group.

She has nearly two decades of experience in luxury brand management and development with a particular interest in personal branding. She has worked with more than 40 luxury brands, several HNWI and celebrities to support them in establishing their positive personal brand and communication. She guest lectured at Regent University, London College of Arts and University Marangoni, London.



PROGRAM DETAILS

ONLINE COURSE

- Duration: 2 weeks
- Sessions / Week: 2 Sessions per week
- Length of Sessions: 2 hours / Session
- Total Hours: 8 Hours
- Language: English

PRICE: 550\$

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Enroll now



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