

AMERILIFE[®]

NATIONAL KICKOFF

CONFERENCE 2023





Welcome

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AMERILIFE®



Personal Branding

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What is personal branding?

- Personal branding is the process of creating a brand identity for a person or a company. It's is a brand for you or your business.
- Essentially, it is how you project who are are, your brand and your brand values to the world and ensure that your target audience knows who you are, what you stand for, and why it's worth choosing you over your competitors.





Why is it important?

In an era where people's attention spans are getting shorter by the minute, the need to make an impression is more important than ever. And the best way to do this is by creating a solid and memorable brand identity.



Why is it a must?

1. Helps You Stand Out From The Crowd



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2. Leads To Opportunity



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1. Helps You Stand Out From The Crowd
2. Leads To Opportunity
3. Cultivates Trust

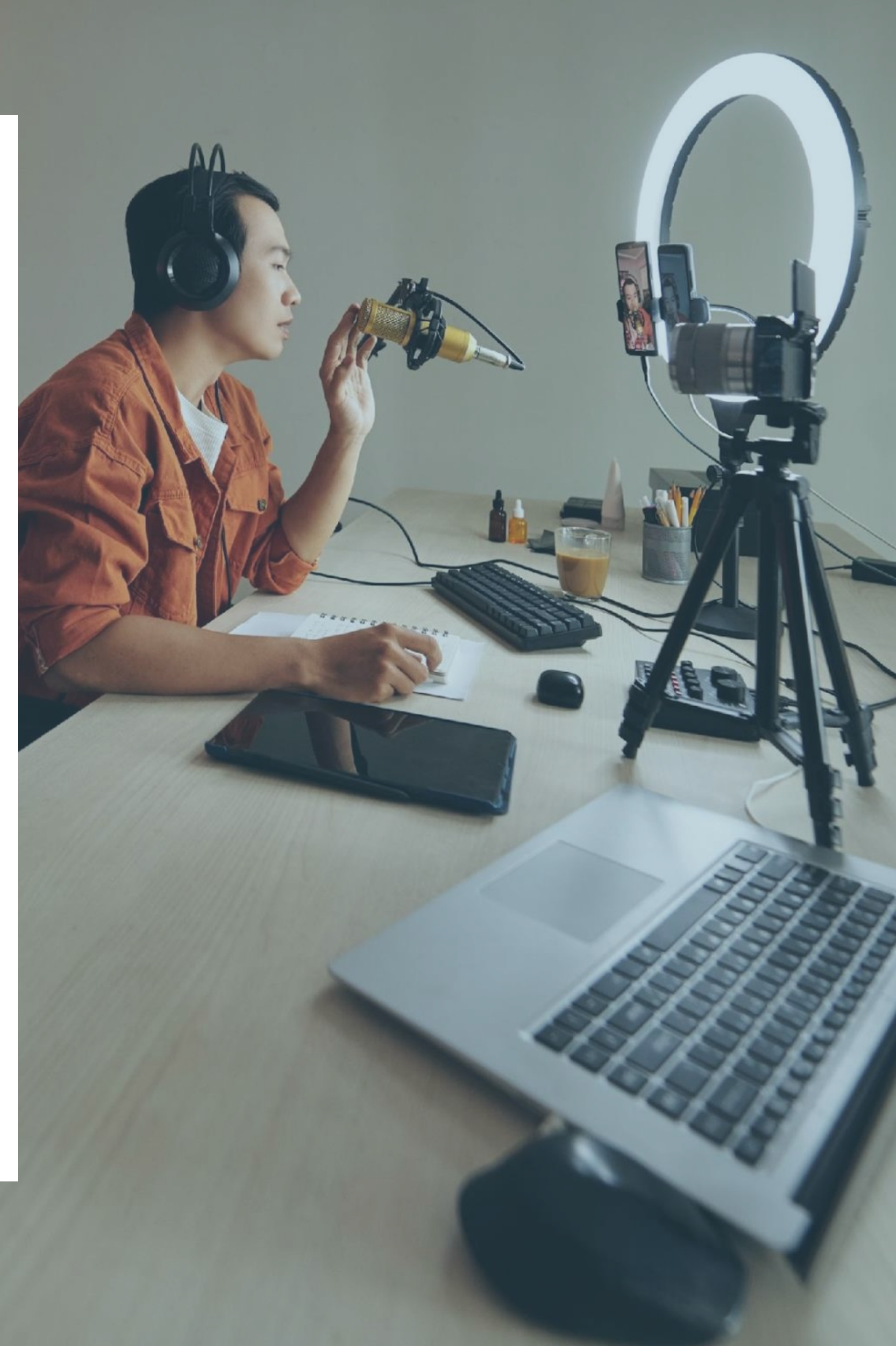


Why is it a must?

1. Helps You Stand Out From The Crowd
2. Leads To Opportunity
3. Cultivates Trust
4. People are screening you online

How do you get started?

- One of the easiest and most effective, efficient ways is through social media.
- Start by cleaning up your social media accounts.
- Instagram, Facebook, TikTok are used most effectively with direct-to-consumer content.
- LinkedIn is mostly business-to-business content.



A photograph showing a person's hands interacting with a tablet device. The background is blurred, showing what appears to be an office or meeting environment with other people and indoor plants.

Basics of a LinkedIn profile

1. Custom URL
 - If your name is already taken, turn your URL into one that is SEO optimized.
 - Use three to five key words your target person might Google
1. Make sure your page is public
1. Remove ads from your page and the recommended people to follow

A close-up, shallow depth-of-field photograph showing a person's hands interacting with a tablet device. The hands are in the foreground, with fingers touching the screen. The background is blurred, showing what appears to be an office or meeting environment with other people and indoor plants.

Basics of a LinkedIn profile

4. Create your banner

- Its precious real estate

5. Headshot

- Consider adding a profile video

6. Headline

- AKA- Your I help statement.
- AKA- a mission statement.



Basics of a LinkedIn profile

7. About me section:

- Make it about them, not you→
Hook, Problem You Solve, Your Solution, How you solve it, Why they should trust you, How you can help, CTA/Next Steps

8. Experience section:

- Every part of your profile should be geared toward being a branding and sales page.

A close-up, shallow depth-of-field photograph showing a person's hands interacting with a tablet device. The hands are positioned over the screen, with fingers slightly curled as if tapping or swiping. The background is blurred, showing what appears to be an office or meeting environment with other people and indoor plants.

Basics of a LinkedIn profile

9. Recommendations:

- Select the top 3-5 things you want to be recommended for.

10. Featured section:

- Testimonials, lead magnet, website, book a call



Q&A



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Thank you!

 *Kerry Bassett*

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