

Building a Personal Brand on LinkedIn

This playbook outlines steps to leverage LinkedIn for personal branding to a point where one's personal brand becomes a pivotal asset, potentially leading to opportunities for starting one's own business.

Step 1: **Realization**

Realize the importance of your personal brand and how it could be more significant to your professional growth than your current company.

Step 2: **Assessment**

Assess the impact of your personal brand by observing how people perceive it, for instance, whether they assume you own the company you work at due to your strong online presence.

Step 3: **Engagement**

Begin actively posting, commenting, and engaging with others on LinkedIn to further establish and enhance your personal brand.

Step 4: **Consistency**

Maintain consistent activity on LinkedIn to continue growing your personal brand and strengthen your professional network.

Step 5: **Start Your Venture**

Leverage the power of your personal brand to start your own business or pursue new opportunities that your strong presence on LinkedIn may present.

General Notes

Never Too Late or Early

Remember that it's never too late or too early to start building your brand on LinkedIn. The right time is now.

Value of Personal Brand

Acknowledge that a strong personal brand can sometimes eclipse the identity of the company you work for, providing significant professional leverage.

Location Inspiration

Let your favorite cities or places inspire you; as Austin, Texas does for the speaker, this can fuel your passion and energy towards personal branding.