

CAMILLA J. COLLINS

*Personal*



*Branding*

PETRA SMITH

# SPEAKERS

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ASHLEY HAYES  
Marketing Executive  
Squirrels&Bears



CAMILLA J. COLLINS  
Self-Image Specialist &  
Entrepreneur



PETRA SMITH  
Managing Director  
Squirrels&Bears

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# HOUSEKEEPING

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*Audio*

EVERYONE IS MUTED  
FOR BEST AUDIO  
QUALITY



*Recording*

AVAILABLE ON DEMAND  
AND SEND TO YOU AFTER  
THE WEBINAR

*Questions*

LIVE QUESTIONS &  
ANSWERS AT THE END  
OF THE WEBINAR

A cup of coffee on a wooden coaster, a notebook, and a pen.

# AGENDA

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*Why?* 01

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WHY PERSONAL  
BRANDING MATTERS

*Offline* 02

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BUILDING YOUR BRAND  
OFFLINE

*Online* 03

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BUILDING YOUR  
BRAND ONLINE



THE MAJORITY OF YOUR NETWORK  
AREN'T PAYING ATTENTION TO YOU.

*It's not their fault.*



YOU ARE THE  
*Chief Branding Officer*  
OF YOUR PERSONAL BRAND



BUT WHAT IS YOUR

*Personal Brand?*

# YOUR OFFLINE BRAND

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YOU CANNOT PUT YOURSELF  
FORWARD IF YOU DON'T KNOW  
WHAT YOUR

*Best Self Is*

NO ONE ELSE  
IS LIKE YOU.  
THAT IS

*Your Power*

BUILDING YOUR BRAND STARTS  
WITH IDENTIFYING THE SPECIFIC  
THINGS

*That Make You*



# YOUR OFFLINE BRAND

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*Find Your Gold*

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ASKING YOURSELF QUESTIONS  
IS THE BEST WAY TO DISCOVER  
MORE ABOUT YOURSELF.

*Focus on Strengths*

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WE HAVE A NATURAL TENDENCY  
TO FOCUS ON THE NEGATIVE  
MORE THAN THE POSITIVE.

*Listen to Your Gut*

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IF SOMETHING DOESN'T FEEL  
RIGHT, THEN IT GENERALLY ISN'T  
RIGHT FOR YOU.

# YOUR ONLINE BRAND

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TO DEFINE YOUR PERSONAL BRAND ONLINE,  
FIRST YOU HAVE TO ASK YOURSELF

*What you want to  
be known for?*



# YOUR ONLINE BRAND

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- SHOW PERSONALITY
- BE CONSISTENT
- KEEP IN TOUCH
- TALK ABOUT YOUR SUCCESS
- MAKE YOUR PROFILE VISIBLE





*Over to you*



*Want to learn more?*

SIGN UP FOR OUR HALF DAY TRAINING  
COURSE AND LEARN THE KEY ELEMENTS  
OF A SUCCESSFUL PERSONAL BRAND AND  
PRACTICAL STEPS HOW TO IMPROVE  
YOUR VISIBILITY ONLINE & OFFLINE.





*Thank you*

WWW.CAMILLACOLLINS.COM  
WWW.SQUIRRELSANDBEARS.COM