



Marketing Personal Branding

Fueling recruitment business growth through impactful marketing

It's a **lot** more than likes and vanity metrics...

A personal brand...

is...	isn't...
Strategic	Self-promotional
Multi-channel	Copy-cat
Authentic	About likes and shares
Consistent (in regularity)	Vanity
Consistent (in message)	Cookie-cutter
Professional	Confusing

Developing your content: **Considerations**

