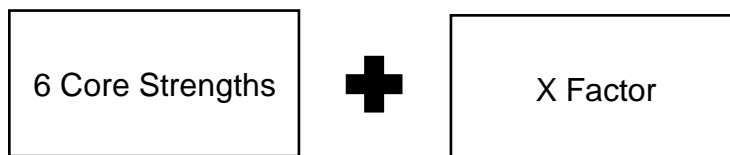




Personal Branding for LinkedIn Impact

Exercise 1 – Knowing yourself

Before we get to sharing our stories on LinkedIn and building our profiles, there's a couple of things we need to understand and decide about ourselves.



Let's get to know your why by using these two questions.

What do you believe are your **six(6) core strengths?**

What do you believe is the **X Factor** that sets you out from others?



Exercise 2 – Envision Your LinkedIn Persona

In bullet points, list down what would you like to use for your LinkedIn profile for?

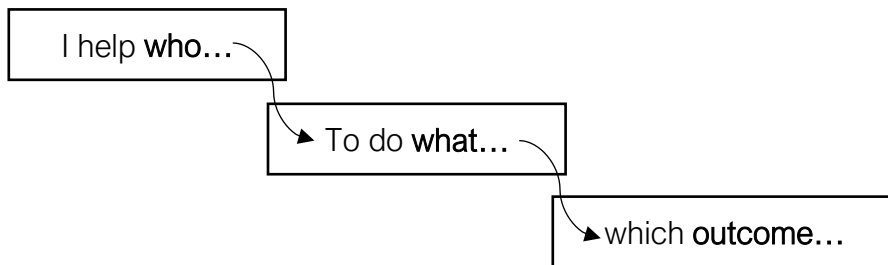
Now let's imagine, your LinkedIn profile is being used optimally to do what you have described above and beyond – How does that look like?



Exercise 3 – Your Brand Mission

Your brand statement the essence of your brand. It should be your belief and what you put out into the world.

Here is a template that can help you draft up your own mission statement.





Exercise 4 – LinkedIn Audit

Look at your LinkedIn profile as it is now, and self audit the checklist to list down what might need changing

Profile Picture: _____

Cover Page: _____

Headline: _____

About: _____

Experience and Education: _____

Your [SSI](#) Score: _____

Posts: _____

Your engagement with others: _____

Your connections: _____

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