

APPRENTICE NATION

Supported by 

PERSONAL BRANDING

– TAKEAWAY –

TOP TIPS

- 1** Everyone has a personal brand
- 2** In order to understand what your brand is you must first understand yourself
- 3** Once you know who you are and what your passions and values are, start thinking about how you want to display that to others
- 4** Don't be afraid to try new things! You define your brand, not the other way round
- 5** Own who you are, no one can be a better you than you!

ADDITIONAL RESOURCES

REFERENCES - LINKS

[Forbes – Golden rules of personal branding](#)

[Social Proof Theory](#)

[Shoe Dog](#)

[Rihanna Success Case Study](#)

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