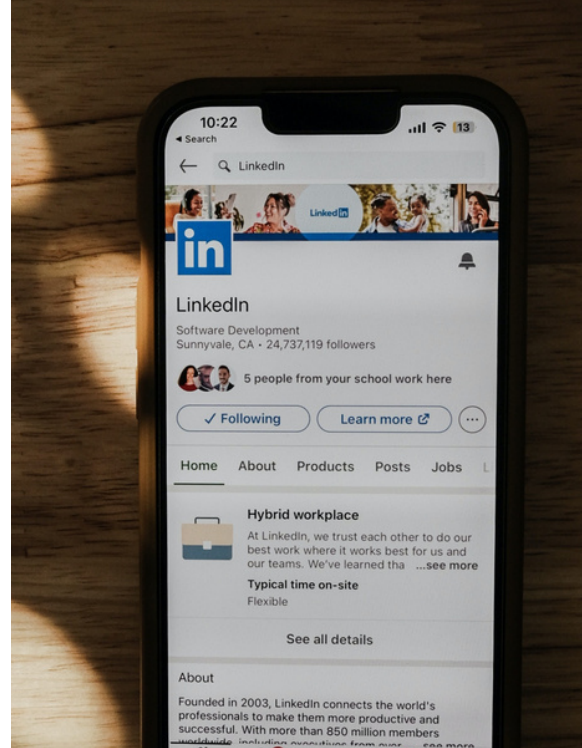


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Writing & Your Personal Brand

Your writing speaks for you when you're not in the room. Learn what yours is saying about you.



Your writing—or something written about you—is often the first impression you make on a new connection. We'll explore how your bios, emails, resumes, blog posts, social media, and more affect your personal brand.

In this workshop, we'll help you understand what a personal brand is and dispel the myth that you don't have one or don't need one. You'll learn that your writing—even if you don't consider yourself “a writer”—is a critical part of your personal brand. And you'll learn how to become more aware of your audience and how they perceive you.

Makes a great series with any of our Career Writing webinars.

YOU WILL LEARN

- What personal brand is and why it matters
- How writing impacts your personal brand
- How to conduct a personal brand audit of the places your writing lives online



60 MINUTES

Delivered virtually
Great for large groups

"Grace's webinar guided attendees through creating their personal brand with everything they write, be it a Tweet, an email, a Facebook post, or a project briefing. By breaking down the sometimes daunting concept of a 'personal brand' into manageable pieces, Grace helped participants to hone their writing and gave the audience tools they could use to shape their writing style immediately after the webinar."

—Sarah Adler Smith, Senior Associate Director, Alumni Career Services, Georgetown University