**A butterfly on a blue background

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**Part 1 ~ Why Personal Branding Matters**

1. Builds credibility
2. Opens opportunities
3. Fosters connections

**QUESTIONS:**

1. What’s your super power?

Super power questions:

* What have I trained in?
* What skills do I have?
* What was I born with?
* Passions/desires?

1. Personal stories

Super power questions:

* What experiences have shaped who you are today?
* What challenges have you overcome?
* How can you use your story to connect with others and build authenticity?

1. The principle of giving to receive

Super power questions:

* What can you share to add value?
* How can you help educate your audience?
* What can you do to inspire your followers?

**Part 2 ~ Why Content Creation Matters**

**CARE + SERVE = TRANSFORMATION**

**C** – Connections and community

Connect with others, build your community

**A** – Authentic

Be authentic, share who you really are

**R** – Relationships

Create positive relationships

**E** – Essence of your message

Creating content on LinkedIn:

* What do you want people to know about you?
* Is it clear who you are and who you serve?
* What is your content about? What are you sharing?
* If someone wanted to quote you by looking at your LinkedIn content, would they be able to?

**S** – Serve

Serve others through your content

**E** – Encourage

By sharing your story, you can encourage others

**R** – Relational

Build relationships by making business friends

**V** – Value

Focus on your zone of genius: Give value

**E** - Engage

Look at the last 10 posts on your LinkedIn page:

* What will people discover about you?
* Will they know who you are, who you serve?
* Do your posts share your personality as well as what your business is about?
* Are you posting your own content or reposting someone else’s post?

When you care about and serve others, you can create a transformation!

**Use your content to start making positive connections and build a community of BUSINESS FRIENDS!**

***Connect with us:***

Trae Bohlen – https://www.linkedin.com/in/traebohlen/

Val Roskens Tews – https://www.linkedin.com/in/val-roskens-tews/