Telling Your Story

Personal Branding & Storytelling
Learn how to...

1. Tell a great story.
2. Develop your personal brand.
3. Share your story.
6 Rules to Storytelling:

Great stories are universal.
clear structure and purpose
character to root for
appeal to deepest human emotions
Surprising & Unexpected

Simple & Focused
Developing your brand

Know your audience.
Take inventory:

- Values
- Skills
- Interests
- Experiences
Build it:
Sharing your story: Considerations

- Be vulnerable.
- Consistency is key.
- Connect and empathize.
- Adjust to the platform.
Pick your platforms
Now what?

Reflect.

Define your audience.

Research.

Grow your reach.

Evolve.
Get Social
With Us

We’d love to
work with you.

Schedule Appointment
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Resources

10 golden rules of personal branding (Forbes, 2018)

Complete guide to building a personal brand (Medium, 2020)

6 rules of great storytelling (Medium, 2018)

10 tips for building a personal brand & boost your career (Northeastern University, 2019)