

# **BUILDING YOUR PROFESSIONAL BRAND**



In this webinar, I'm going to show you how to build a professional brand and bring it to life to show up at your best both professionally and in life.

By the end, you'll learn **why** this is important, **how** to build the confidence to start and **where** to begin



***How are you feeling...?***

**CURIOUS?**

**OPEN TO NEW IDEAS?**

**EXCITED ABOUT FINALLY  
GETTING YOUR PROFESSIONAL  
BRAND IN SHAPE!**

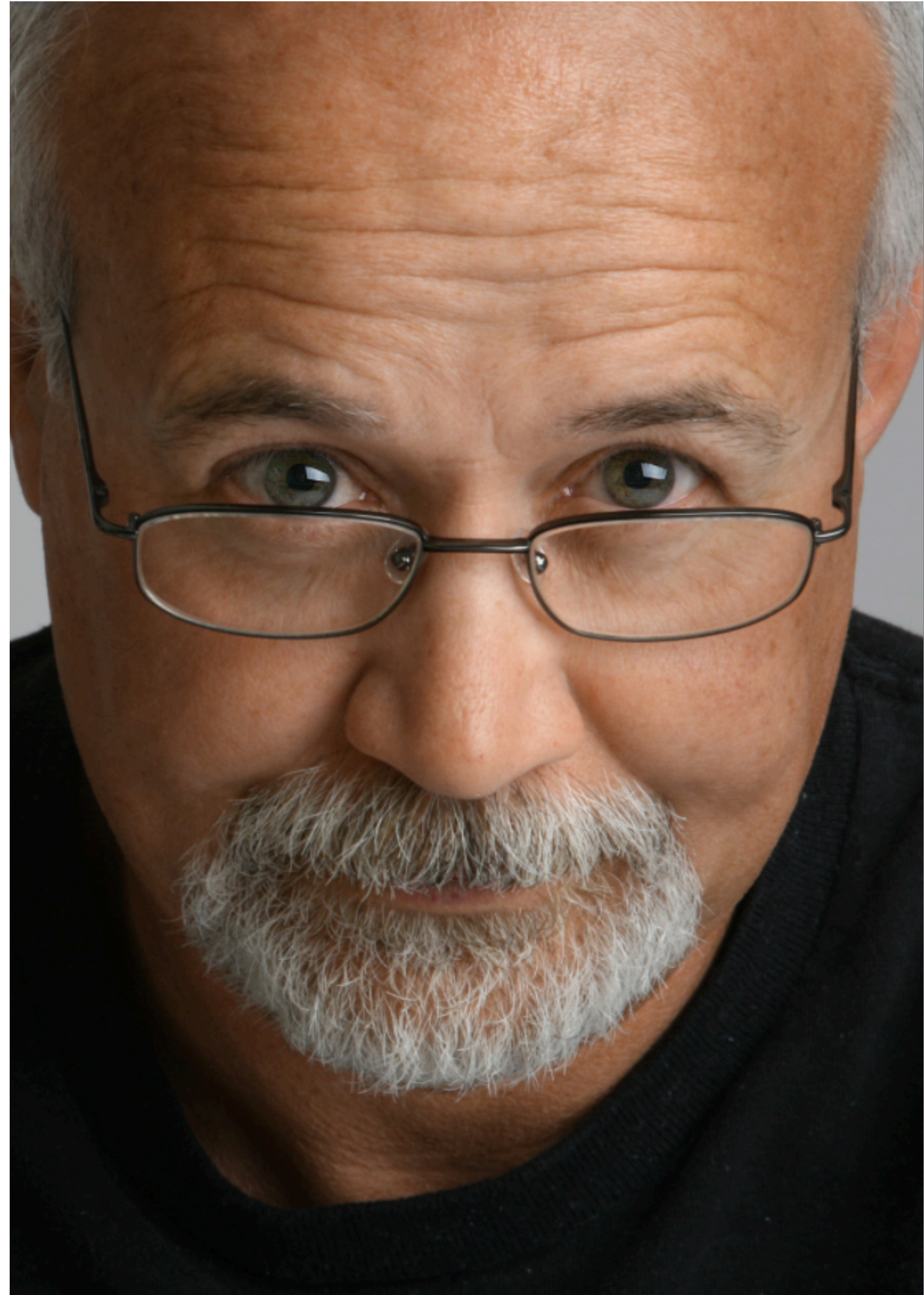


**Selling YOU  
is HARD**





- ✓ Lacking confidence?
- ✓ Doubt that what you have to say is unique or valuable?
- ✓ Worry you will run out of ideas and content?

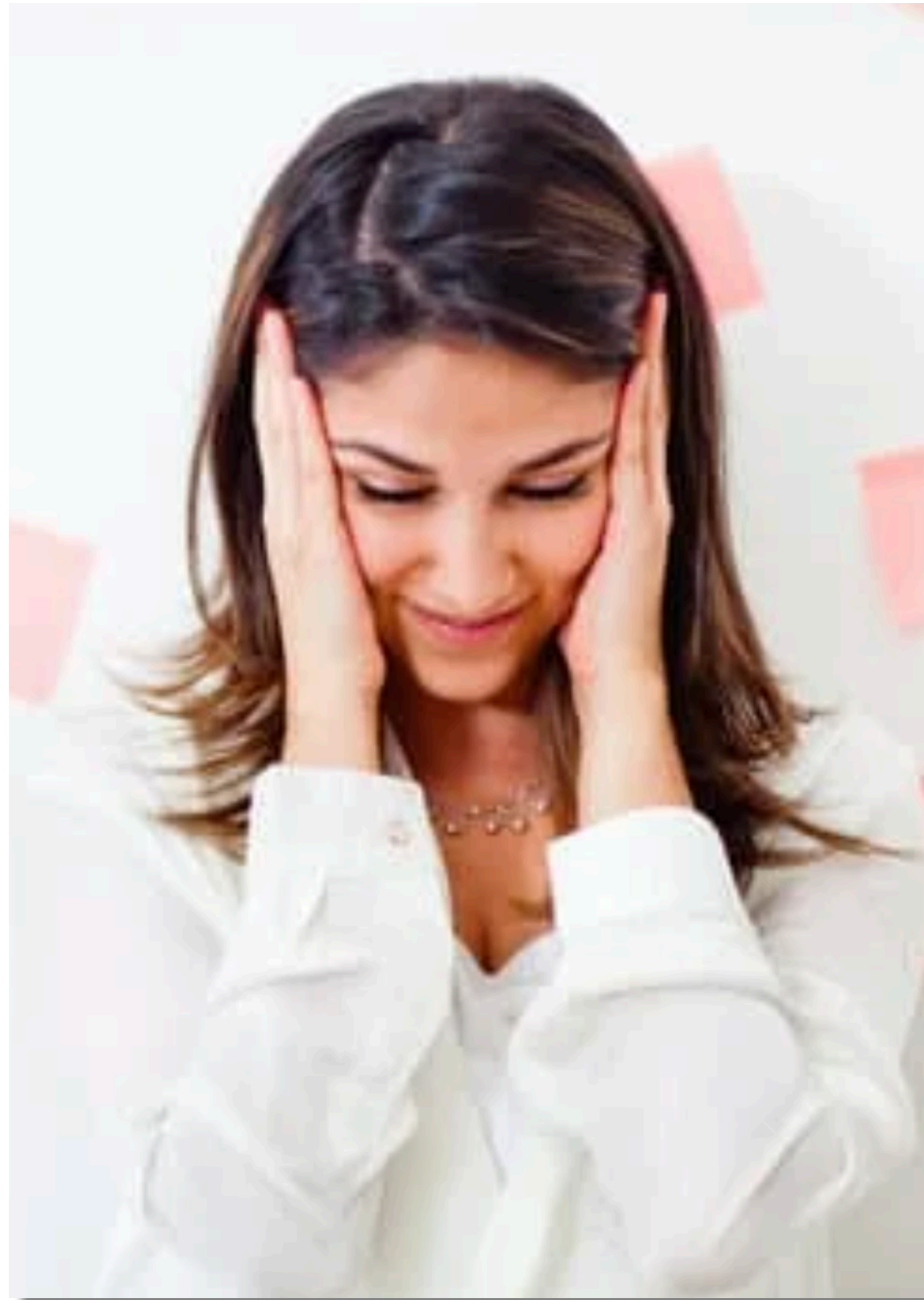


You know that it's time to  
upgrade the way you are  
showing up as a  
professional mediator, but  
**don't know where to start**

— THINK - DO - BE —  
**MORE**

*It's easy to become...*  
**FRUSTRATED**





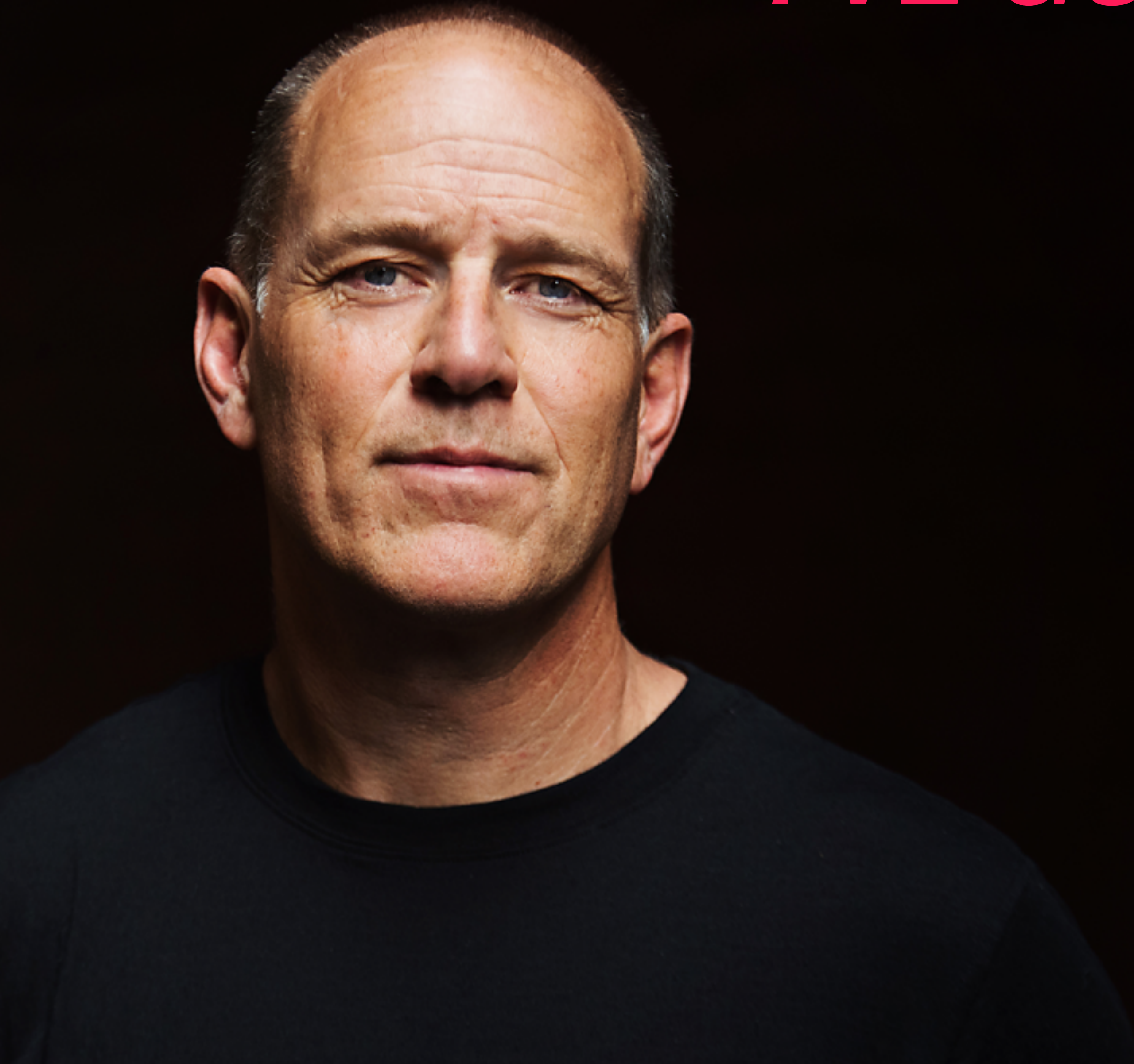
*...to feel...*

**INADEQUATE**

*And worry ...*  
**YOU ARE  
FALLING  
BEHIND**



***I'VE GOT YOU!***



THINK - DO - BE  
**MORE**  
BY MARK HODGSON



- Northern Beaches of Sydney via UK, Europe and Russia
- Corporate leadership background
- Expert in leadership, change and professional branding



- 10 years running my consultancy
- Executive mentor, author and speaker
- Coached hundreds of smart professionals to build their professional brand, confidence and influence
- Written 214 articles, 1,000's of posts and a book!

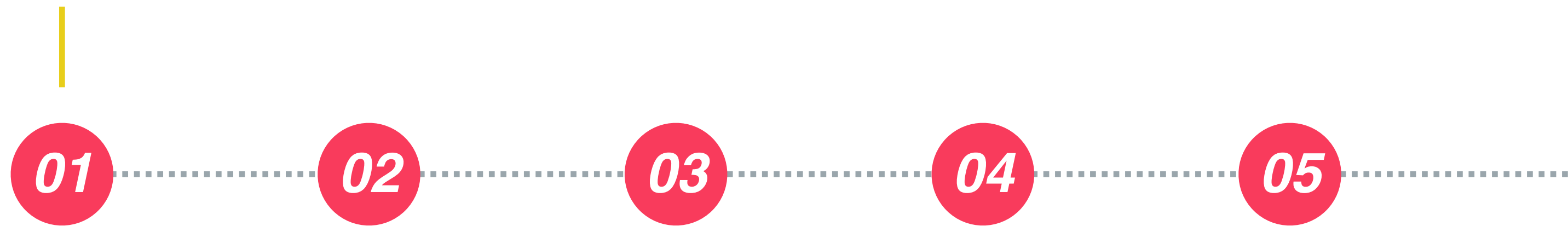


I believe that with the right  
focus, energy and mindset,  
every professional can  
(and must) build a powerful  
brand and boost their  
**confidence, income and  
success**

— THINK - DO - BE —  
**MORE**

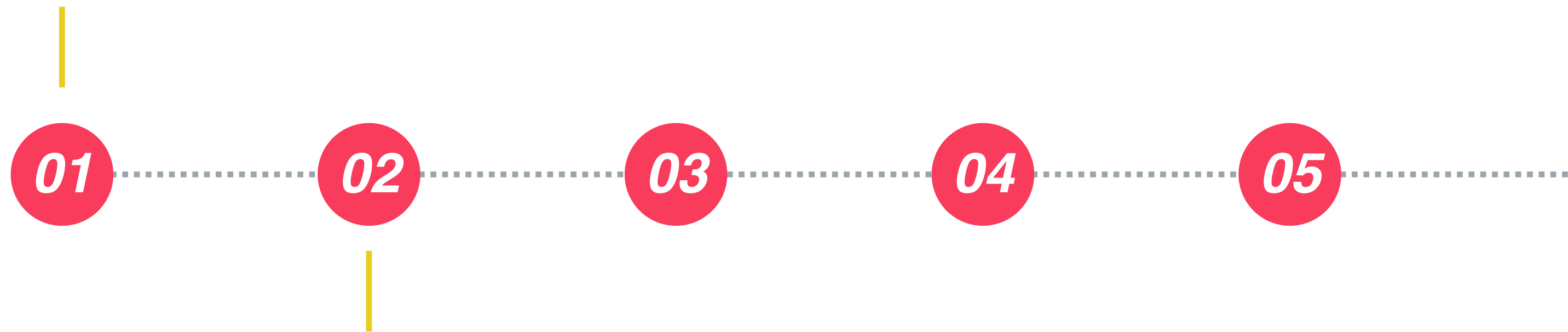
# Where We're Going...

Time to take  
control of your  
brand



# Where We're Going...

Time to take  
control of your  
brand



Build an online  
shop window to  
the world

# Where We're Going...

Time to take  
control of your  
brand



01

02



Build an online  
shop window to  
the world

Finding the  
confidence to  
start



03

04

05

# Where We're Going...

Time to take  
control of your  
brand



01

02



Build an online  
shop window to  
the world

Finding the  
confidence to  
start



03

Two possible  
futures

04



05

# Where We're Going...

Time to take  
control of your  
brand

01

Finding the  
confidence to  
start

03

An invitation and  
a plan

05

Build an online  
shop window to  
the world

02

Two possible  
futures

04

**1**

Time to take control of  
your own brand



**YOU HAVE TO TAKE  
RESPONSIBILITY  
FOR YOUR OWN  
FUTURE SUCCESS**

— THINK - DO - BE —  
**MORE**

# VUCA

**VOLATILE**

**UNCERTAIN**

**COMPLEX**

**AMBIGUOUS**

**We now live in a VUCA world**

— THINK - DO - BE —  
**MORE**



- The market and your clients' needs are constantly evolving
- You are likely to work for many different 'employers' in many ways (contractor, consultant, employee)
- You need to be consistently 'selling you'



- You must build a brand that tells the world **what** you know, **who** you help, **how** you add value and **why** you are different
- This must support any employer/client relationship, but - **crucially** - belong to **YOU**

— THINK - DO - BE —  
**MORE**

2

Build an online shop  
window to the world



# TRANSFORM YOUR ANALOGUE REPUTATION INTO A DIGITAL PRESENCE

— THINK - DO - BE —  
**MORE**



How are you showing up online?

— THINK - DO - BE —  
**MORE**



- Most people show up online with a digital version of their WORD doc resume!
- In an online everything world that can't possibly be enough
- Think about how you check people out online!
- How are you showing up right now?



- Time to build a compelling online brand
- Access a **global market** for your services
- You don't need a website
- LinkedIn is your friend:)
- Create an engaging, honest and authentic profile
- Add a great picture
- Bring it to life with regular content
- Doing this puts you in the top 5%



Mary Ann

**Business Owner -  
Corporate Writing Services**

- ➔ 30 year public sector professional
- ➔ Wanted to establish a new career
- ➔ Worked hard to de-institutionalise and established a powerful professional brand
- ➔ Creates 2-3 LinkedIn posts/wk
- ➔ Now runs her own successful business providing writing and content services

3

Finding the confidence to  
start



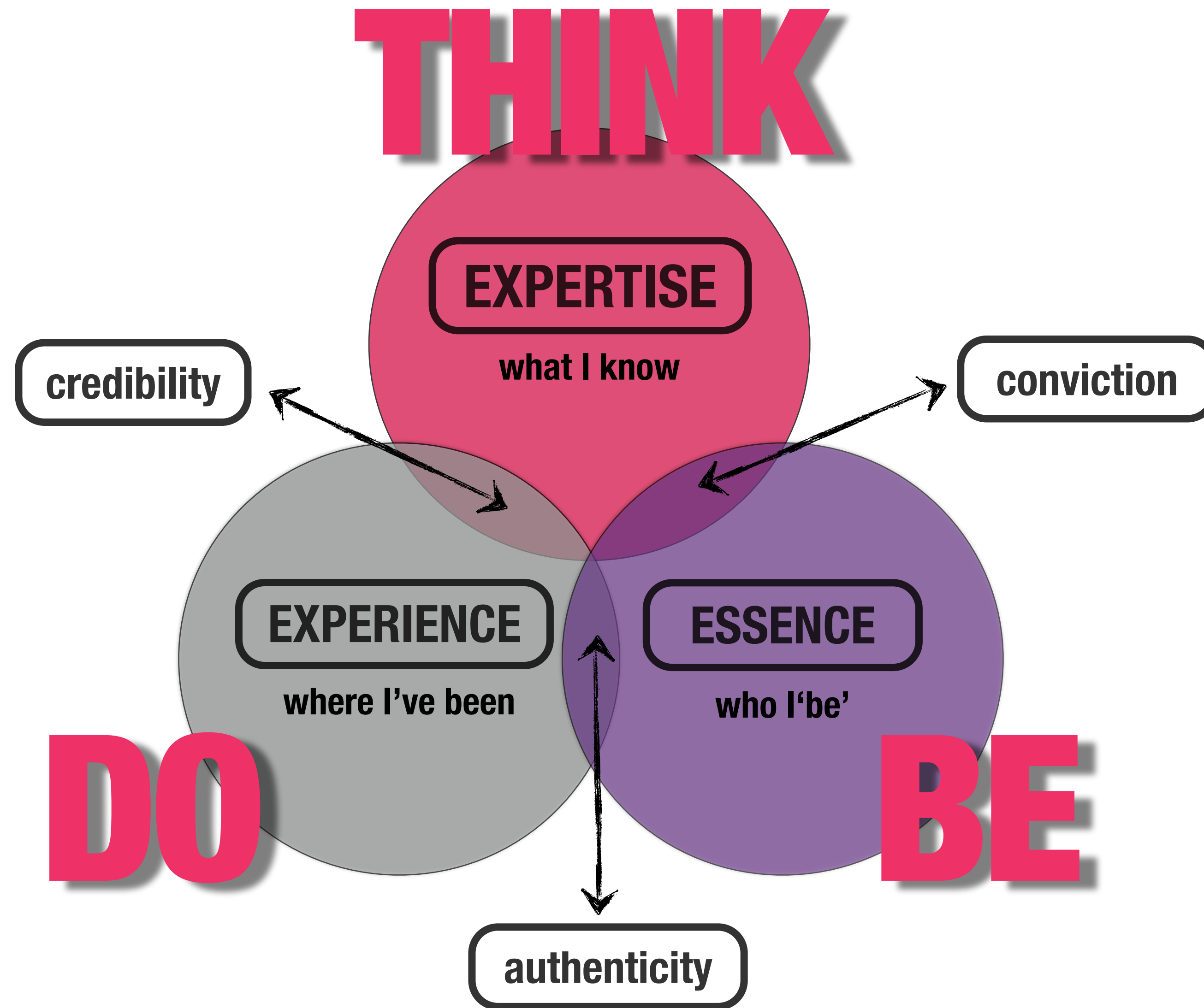
**BRING MORE OF  
YOU TO THE TABLE  
TO CREATE  
CONTENT THAT  
CONNECTS**

— THINK - DO - BE —  
**MORE**



- Finding the confidence to start is the biggest impediment to building and leveraging your professional brand
- The power of your content is less about your **expertise** and more about your unique point of view based on your **experience** and **essence**

— THINK - DO - BE —  
**MORE**



— THINK - DO - BE —  
**MORE**



- Bringing more/all of you to the table makes your content more relevant and engaging
- It also helps you to 'find your voice'
- Showing up as who you really are in your professional brand is super powerful
- It makes you more attractive to the market and the whole **Think.Do.Be More** thing enjoyable and rewarding

— THINK - DO - BE —  
**MORE**

# TELL YOUR STORY - OPENLY AND OFTEN



MARK HODGSON


Leadership, Change, Confidence & Influence Expert. Exec Coach, Ment...


2mo • Edited

...

I'm just back from the UK where I got a chance to catch up with my first ever mentor, Allan Hewitt.

...see more



   89 • 21 Comments

 Like

 Comment

 Share

 1,923 views of your post in the feed



MARK HODGSON

Leadership, Change, Confidence & Influence Expert. Exec Coach, Ment...

1mo • Edited


...


Looking for your SECOND HALF HERO?


Whether it's a mid-career/life crisis or the result of increasing wor ...see more




**Finding YOUR SECOND HALF HERO**





  46 • 20 Comments

 Like

 Comment

 Share

 2,204 views of your post in the feed



MARK HODGSON


Leadership, Change, Confidence & Influence Expert. Exec Coach, Ment...




1mo • Edited


...


I went to see the shiny people at the Sydney Apple store recently to have my faulty laptop replaced.


...see more




   57 • 23 Comments

 Like

 Comment

 Share

 2,873 views of your post in the feed

4

Two possible futures

# 2 POSSIBLE FUTURES

## STATUS QUO (no brand)

IRRELEVANT

ANALOGUE

OLD

TIRED

COMMODITISED \$

FEW CHOICES

UNCERTAINTY

## INFLUENCER (brand)

CONNECTED

DIGITAL

SMART

ENERGISED

PREMIUM \$\$\$

MANY CHOICES

HAPPINESS

5

An invitation and a plan

# **BUILDING YOUR PROFESSIONAL BRAND**

**ONLINE PROGRAM**



# ***Building Your Professional Brand***

## **online program details**

- ✓ Comprises 17 sections and takes around 6-8 hours to complete.
- ✓ Contains tutorial videos, multi-media and dynamic learning exercises designed to make the learning experience both engaging and effective
- ✓ Explains why you need to move on from trading on your expertise and then shows you how with a series of exercises, tasks and resources
- ✓ On completing the programme, you will have the confidence, the knowledge and the tools to build your brand, your influence and your success
- ✓ Digital credential of your achievement



# **BUILDING YOUR PROFESSIONAL BRAND**

ONLINE PROGRAM

## ***What you will learn***

- ✓ Why you need a Professional Brand
- ✓ Why smart professionals must evolve from being experts to become influencers and thought leaders
- ✓ How to activate your Professional Brand to accelerate earnings and advance your career
- ✓ How to create your unique brand narrative by bringing more of you to the table
- ✓ How to develop a 'Content Creation Habit' that sticks
- ✓ How to use LinkedIn content to build your connections, start commercial conversations and close deals

— THINK - DO - BE —  
**MORE**

# What It Costs

~~\$750~~  
\$675

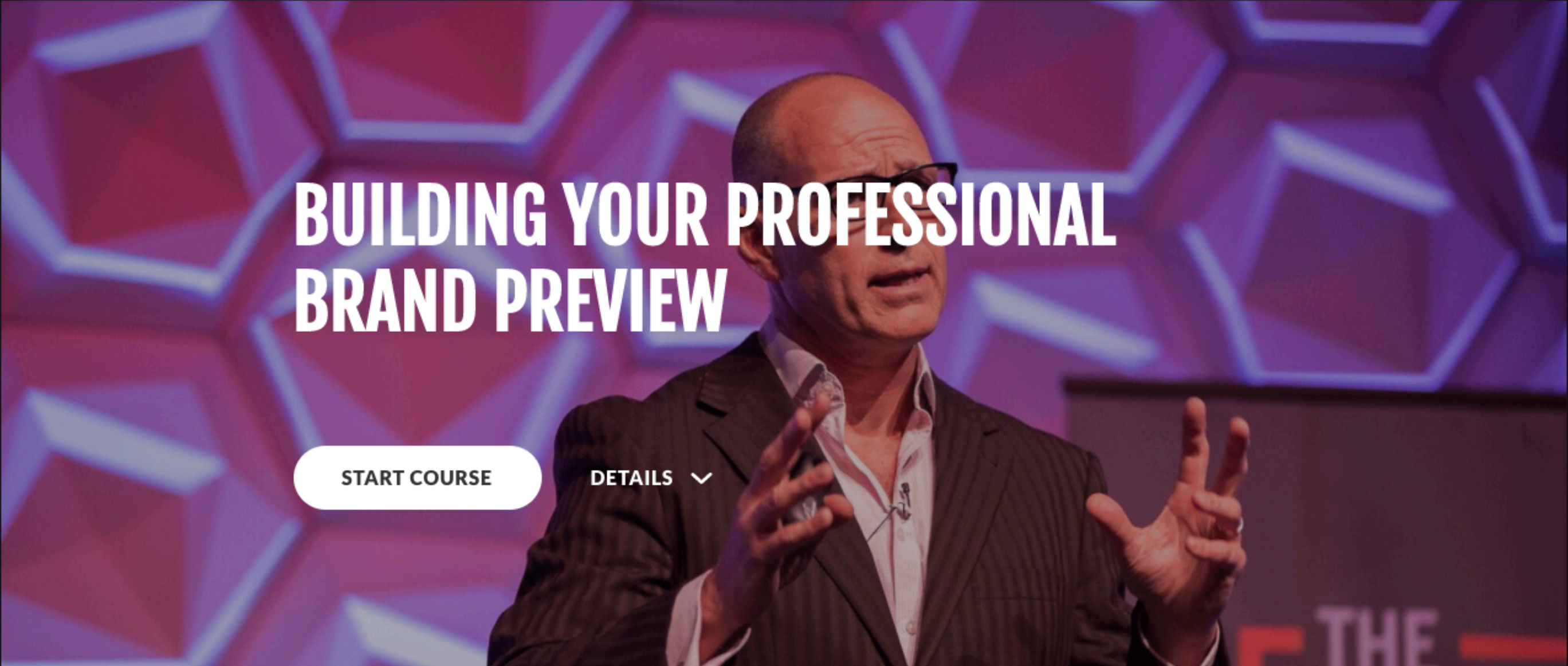
<https://thinkdobemore.com/?ref=2>

Discount Code: tdbm10


***With your Mediation Institute  
member discount***



CHECKOUT THIS INTERACTIVE  
PREVIEW



# BUILDING YOUR PROFESSIONAL BRAND PREVIEW

[START COURSE](#)[DETAILS](#) 

THINK - DO - BE

MORE

The world's changing at a breakneck pace. Traditional jobs are disappearing. It's up to you to take responsibility for the future success of

# **BUILDING YOUR PROFESSIONAL BRAND**

