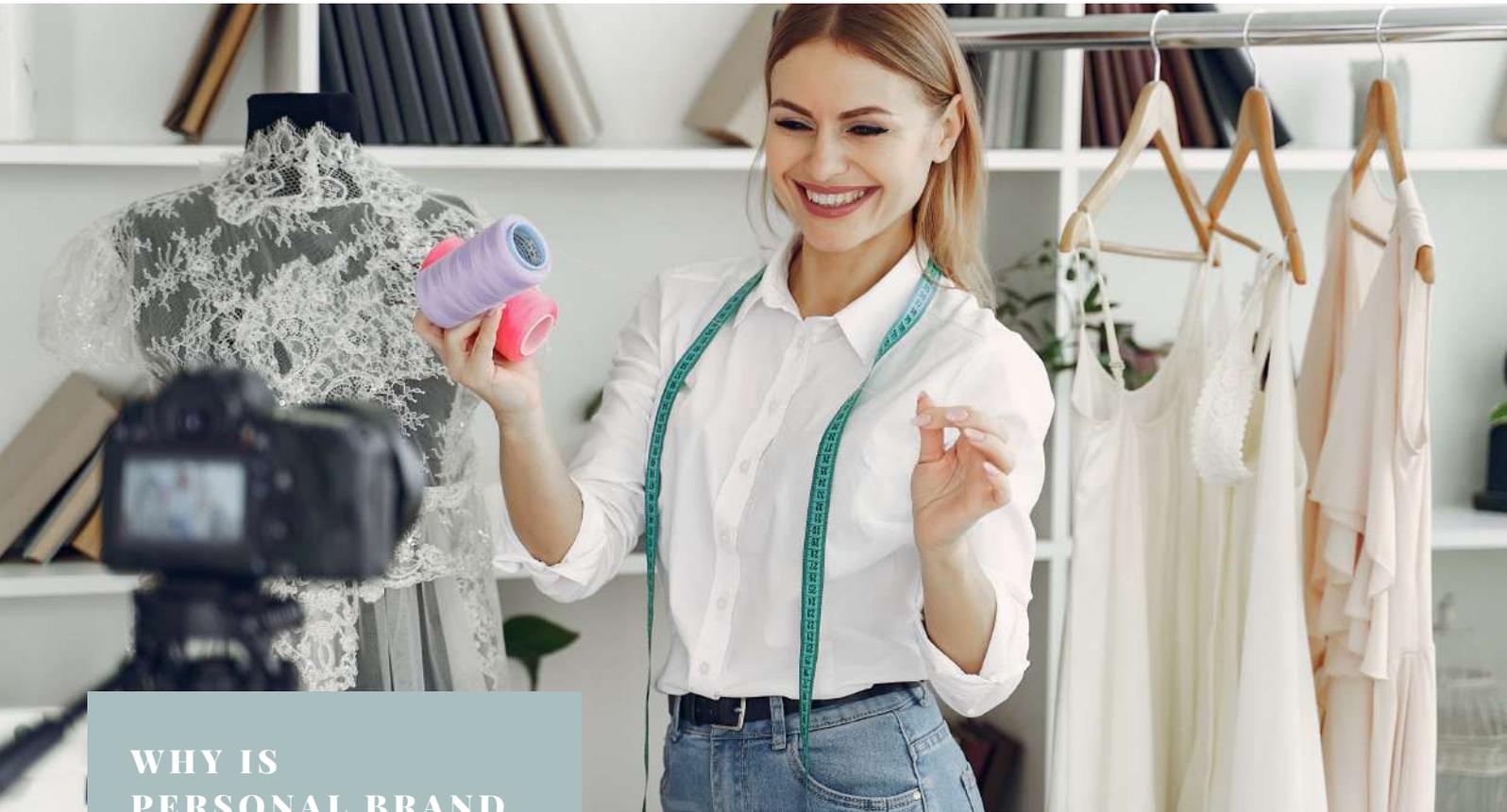


INSIGHT

WTC COMMUNITY WEEKLY



WHY IS PERSONAL BRAND IMPORTANT?

- You do not need to search client - they will find you, because they know you from somewhere
- People will recommend you to others
- People will want to work with you
- You can have high price and customers will willing to pay, because they trust you
- You can expand opportunities.

Personal Brand is **YOU**.

If people know you well, that means that your personal brand is strong.

Personal Branding

What is changing in our world with COVID-19? How can we stay relevant? In what ways can we contribute as individuals and personal brands?

These and other questions maybe on your mind as you experience what the world faces currently. While there is hope that we will come out on the other side safer and stronger, what you do in the near-term is within your control. We all have a crucial role to play as employees, community change agents and in our own personal ways. By understanding the situation better, appreciating the risks and opportunities and doing our bit on digital media and beyond, we can make a difference.

Let's begin by understanding the trends shaping our world currently, the challenges from COVID-19 and approaches to manage our personal and professional selves - in essence, our personal brands. To understand how personal brands must react and proactively engage, we can review what brands are doing to communicate with consumers.

Be aware of the trend shaping our world, the risks and opportunities it offers and how your strengths align with the need of the hour. Be authentic in your approach, you don't need to go dark - just be mindful in your engagement knowing that you are blessed with the capabilities to do good for your circle of influence, which is more than you think it is.

The world is watching and listening to how you present your best self. This can make or mar your personal brand.

Yours trully,

the community editor