

INDRĖ LELEVIČIENĖ

How To Build A Personal Brand

Today's society does not consume what it does not know – that is, the perception they have of your enterprise or business is what will make them choose you over any other. The personal brand or personal branding is the image that other people perceive of you. Although this definition may be basic, it is much deeper, because personal branding brings together all the elements by which people remember or recognize you.