

Quick-Start Guide 

***Launch Yourself!***

# Personal Branding Certification

*Overview and Curriculum*

## Welcome to the Launch Yourself! Personal Branding Certification Program.

The Launch Yourself program provides everything needed to create a compelling personal brand that delivers real results. To complete the Personal Branding Certification, follow the steps below.



### STEP 1 – Complete Coursework

This certification will walk you through the proven method to define, design, and deliver a powerful personal brand. The four lessons within the Launch Yourself program will prepare you for the final test.



### STEP 2 – Pass Personal Branding Test

A 25 question, cumulative test is required in order to assess your knowledge in Personal Branding. Questions will be taken from the four Launch Yourself program lessons. A score of 70% or above is required to obtain your certification. If necessary, the quiz may be taken multiple times.



### STEP 3 – Display Your Certification

Display your credentials on your website, resume, LinkedIn and other social networks.

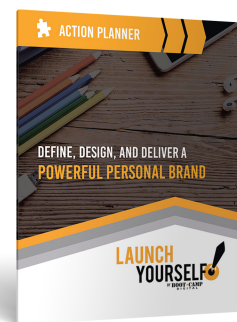


## Pro-Tips

Although not required for certification, we do recommend you download your Personal Branding Action Planner now and fill it in as you go through your training.



*From your online training homepage, click Launch Yourself under My Courses, and find your downloadable Action Planner at the top of the Instructions.*



### Schedule Office Hours with an Instructor

Take advantage of our 1:1 office hours and sign up to speak with your trainer. Discuss any questions you have about the curriculum or how to apply it to your personal brand.

### Launch Yourself Introduction

01 - Introduction	1:20
02 - Personal Branding	3:10
03 - Meet your Instructor - Krista Neher	4:05
04 - What is a Brand	5:05
05 - Is There Value to a Brand	5:09
06 - What is a WOW Personal Brand	2:23
07 - What Makes a WOW Brand	8:15
08 - What is a Personal Brand	3:26
09 - Why Does a Personal Brand Matter	5:20
10 - Can I Reinvent Myself or Change Careers	4:06
11 - Your Online Brand Establishes Your Reputation	4:05
12 - Your Online Brand Grows Your Credibility	1:32
13 - Attract the Opportunities You Want	2:14
14 - The Journey of Personal Branding	3:13
15 - My Personal Branding Journey	5:42
16 - The Challenge of Personal Branding Online	2:47
17 - How to Build a Strong Personal Brand - DDD	7:23
18 - What is Your Current Brand	6:06
19 - Get Inspired	5:11
20 - Drawing Inspiration From Others	4:53
21 - 3 Steps to a Powerful Personal Brand	3:49

**Total Topics = 21**

**Total Time = 1hr 30mins**

### Launch Yourself: 1 - Define

22 - Step 1 - Define: Defining Your Personal Brand	2:11
23 - 1 - What Do You Want From Your Brand	6:17
24 - 2 - Who is Your Target Audience	4:49
25 - 3 - Who Are You & What Are You All About	16:00
26 - Personal Branding Case Study - Saul Colt	4:51
27 - Personal Branding Case Study - Marie Forleo	6:12
28 - Personal Branding Case Study - Gary Vaynerchuk	8:28
29 - Summary	5:49

**Total Topics = 8**

**Total Time = 55mins**

### Launch Yourself: 2 - Design

30 - Step 2 - Design: Introduction	2:25
31 - Introduction to the Personal Brand Pyramid	3:00
32 - Building Blocks Brand Strength	5:44
33 - Memorable Brands	12:53
34 - Authentic Brands	11:29
35 - Different Brands	5:05
36 - Educated Brands	11:45
37 - Summarize Your Building Blocks	4:42
38 - Establish Your Brand Character	14:36
39 - Create a "Mission" for Yourself	11:27
40 - Create a "Story" for Yourself	7:38
41 - Visual Look and Feel	6:01
42 - Design the Assets You Need	7:21
43 - Create Your Brand Pyramid	2:10

**Total Topics = 14**

**Total Time = 1hr 45mins**

### Launch Yourself: 3 - Deliver

44 - Step 3 - Deliver: Deliver a Powerful Personal Brand	3:01
45 - 1 - Audit Yourself	11:24
46 - 2 - Avoid Issues	12:42
47 - 3 - Content Plan	2:26
48 - Content Topics	13:56
49 - Content Format - Video	14:33
50 - Video Best Practices	14:31
51 - Content Format - Images	10:48
52 - Content Format - Text	6:00
53 - Proactively Create a Powerful Personal Brand - Assets	9:34
54 - LinkedIn Quickview	16:58
55 - Facebook Quickview	22:12
56 - Instagram Quickview	12:59
57 - Website Quickview	9:59
58 - Blogging Quickview	9:57
59 - Blogging on External Sites	6:51
60 - YouTube Quickview	8:13
61 - SlideShare Quickview	7:31
62 - Twitter Quickview	8:34
63 - Community Quickview	5:29
64 - Establishing Your Social Presence	7:50
65 - Where to Play in Social Media	7:12
66 - Planning Your Social Presence	8:58
67 - Growing Your Presence	12:55
68 - Effective Management	6:12
69 - Get More Reach	3:05
70 - Legal Disclosures	4:27

**Total Topics = 27**

**4hrs 20mins**

#### Resources:

Personal Branding Action Planner

**Course Total Topics = 70**

**Course Total Time = 8hrs 30mins**