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Creating an authentic personal brand helps your clients get to know you. By being yourself it means you will be consistent.

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Hubert K. Rampersad. E-mail address: h.rampersad@ ...

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Monitor your personal brand engagement: Promote positive participation and have a plan of action for negative remarks. Develop your personal brand: Aim to share your personal brand through social media, networking, outreach, and speaking opportunities. Consider blogging, vBlogging, Podcasts and other ways that you could promote your personal brand in a way that your audience will consume the content quickly.

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