



## **Grow Your Personal Brand Now Through Blogging!**

Establishing a powerful brand, and credibility online can't happen overnight. It takes a long time and consistent effort. Here are some tips that will help you develop your brand through blogging, and eventually join the growing ranks of thought leaders within your niche. Ready?

### **1. Establish Relationships with Successful Bloggers and Influencers**

Who are your favorite bloggers and influencers? I'm sure you would love to be like them someday. Now, as a newbie blogger, it's best to build relationships with likeminded individuals. Why not contact those people you look up to for an interview or collaboration?

### **2. Come Up with a Good Tagline**

It pays to have a personal slogan. Remember to keep it concise, short and straight to the point. Try telling your story or goal in less than six words!

### **3. Publish regular long-form content on LinkedIn.**

We all love being on Facebook, Instagram and Twitter, but never forget LinkedIn! Posting high-quality long-form LinkedIn content can help you grow your LinkedIn audience. You can also push it to other social platforms and websites.

### **4. Start a regular podcast.**

In case you haven't noticed, podcasts are huge hits now! Several online entrepreneurs and bloggers have built huge podcast audiences which really helped them strengthen their personal brands. If you love reaching out to your audience, this is something you should consider in the near future!

### **5. Go to important events. Meet people!**

Go to panel discussions, webinars and interviews. Being asked to attend or speak in community engagements means that your branding efforts are working. Look for events online that you can attend in the coming weeks. Who knows?! You might meet new friends and expand your blogging network!