

Tips and Tricks for Trainers: PERSONAL BRANDING



1

DELIVER QUALITY & RELEVANT WORK

- Make quality work your ethical standard.
- Offer needed products and services.
- Embrace feedback for improvement.
- Stay responsive to industry developments.

2

SOCIAL MEDIA IS YOUR FRIEND

- Utilize social media to showcase your expertise and availability.
- Share without arrogance.
- Maintain a consistent content strategy.
- Tailor your approach to the target audience.
- Use hashtags for context and encourage mutual tagging.



3

BUILD GOOD NETWORKS

- Foster open communication about needs and boundaries with partners.
- Learn to give and take.
- Make official agreements, in writing.
- Collaborate in pools, unionise and co-create partnerships.
- Pay forward, invest and think long-term.
- Take ongoing care of partnerships.



4

PRICE YOUR WORK

- Benchmark prices with colleagues.
- Avoid price undercutting.
- Negotiate upfront.
- Offer different price ranges.
- Account for all efforts, including travel, admin, and taxes.
- Be mindful of inflation.
- Don't hesitate to decline when necessary.



5

STAY RESILIENT

- Stay resilient and persevere through challenges to reach your goals.
- Seek support and self-care strategies.
- Prioritize continuous learning and personal growth.
- Look for mentors, peers and communities for support.

