



HOW TO POSITION YOURSELF LIKE INDUSTRY LEADERS YOU ADMIRE

Take a cue from experts in your field for inspiration on the best ways to position yourself in the mind of any given prospect.

FIND OUT HOW OTHERS IN YOUR FIELD POSITION THEMSELVES.

Review the social media profiles or online bios of thought leaders, mentors, colleagues, or people who have the job title you aspire to.

- How do they describe themselves and their experiences?
- Do these descriptions apply to you?
- Compare your...
 - Elevator Pitch (See: Write Your Elevator Pitch tipsheet)
 - Personal Branded Introduction (See: Create Your Personal Branded Introduction tipsheet)
- Make any updates as necessary

Study write-ups of conferences related to your field.

- What problems are the keynote speakers addressing?
- What do the speaker bios say?
- Compare your...
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