Business Connect

Funded by the NSW Government

Start or grow your business

Online Brand

Tuesday 21st April, 10am-12pm

VENUE:
Webinar
Free

Your brand's unique and distinctive qualities create a contrast in the mind of your clients and your audience. And this is a sustainable point of difference because you can't copy a personality. This will help you to sell, stand out and endure.

How do you uncover what is unique and distinctive about your brand? And how is that expressed through the language and style of your communication online?

In this practical webinar you will:

- Uncover your brand personality
- Analyse what is unique and distinctive about your brand
- Go through practical steps of how to express your brand through the language and look and feel of your online presence.
- Review how this could be expressed on different social media platforms like LinkedIn and Instagram.

Presenter: Kirryn Zerna

Kirryn is a keynote speaker masterclass presenter and author. She has worked with over 2,000 small businesses and entrepreneurs and was awarded the Kerrie Nairn Scholarship for an emerging speaker by professional Speakers Association. She has a masterclass of management and a graduate of the Australian Institute of Company Directors.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

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Find out more

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