



PERSONAL BRANDING

POSITIONING . PROOF . VOICE .
LINKEDIN . PORTFOLIO . CONTENT
WORK . OPPORTUNITIES . COACHING

DURATION

25 Hours

LEVEL

**Beginner to
Intermediate**

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A personal branding course on building professional visibility with substance behind it. The course starts with positioning and proof — what you do, for whom, and the evidence — then builds the assets: LinkedIn profile, portfolio, content plan and network strategy. Every module produces a finished asset.

Learners leave with a live profile, portfolio and a 90-day content plan.

WHO IT IS FOR

Professionals seeking visibility

Freelancers and consultants

Job seekers and career changers

Founders building a company profile

PREREQUISITES

None.

02 LEARNING OUTCOMES

01 Define a clear professional position and audience.

03 Write a LinkedIn profile that reads as evidence.

05 Plan content you can sustain for 90 days.

07 Convert visibility into interviews and clients.

02 Assemble proof: work, results, testimonials.

04 Build a portfolio or personal site.

06 Network deliberately without cold spam.

03 MODULE STRUCTURE

8 MODULES

01 POSITIONING

Skills inventory

Differentiation

Proof mapping

Audience choice

Positioning statement

PRACTICAL

POSITIONING STATEMENT

02 PROFILE ASSETS

LinkedIn headline and about

Skills and endorsements

Recommendations

Experience framing

Featured section

PRACTICAL

PROFILE REWRITE

03 PORTFOLIO

Case study structure

Metrics and outcomes

Personal site options

Before and after

Visual presentation

PRACTICAL

TWO CASE STUDIES

04 CONTENT PLAN

Pillars

Cadence

Writing routine

Formats

Idea capture

Repurposing

PRACTICAL

90-DAY PLAN

05 WRITING IN PUBLIC

Post structures

Storytelling from work

Handling criticism

Hooks

Opinions with evidence

06 NETWORK BUILDING

Warm outreach

Events and speaking

Follow-up discipline

Communities

Referral asks

CRM for relationships

07 REPUTATION MANAGEMENT

Search results audit

Privacy boundaries

Consistency across platforms

Handling mistakes publicly

08 CONVERTING VISIBILITY

Inbound handling

Rates and proposals

Measuring results

Discovery calls

Job applications with proof

PROJECT

LIVE PERSONAL BRAND LAUNCH

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

FREELANCE PROFESSIONAL

CONSULTANT

CAREER CHANGER

FOUNDER

CREATOR

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