

Stand Out, Stay Seen: The Power of Your Personal Brand

Command attention, Build authority & Influence





JoAnne Funch



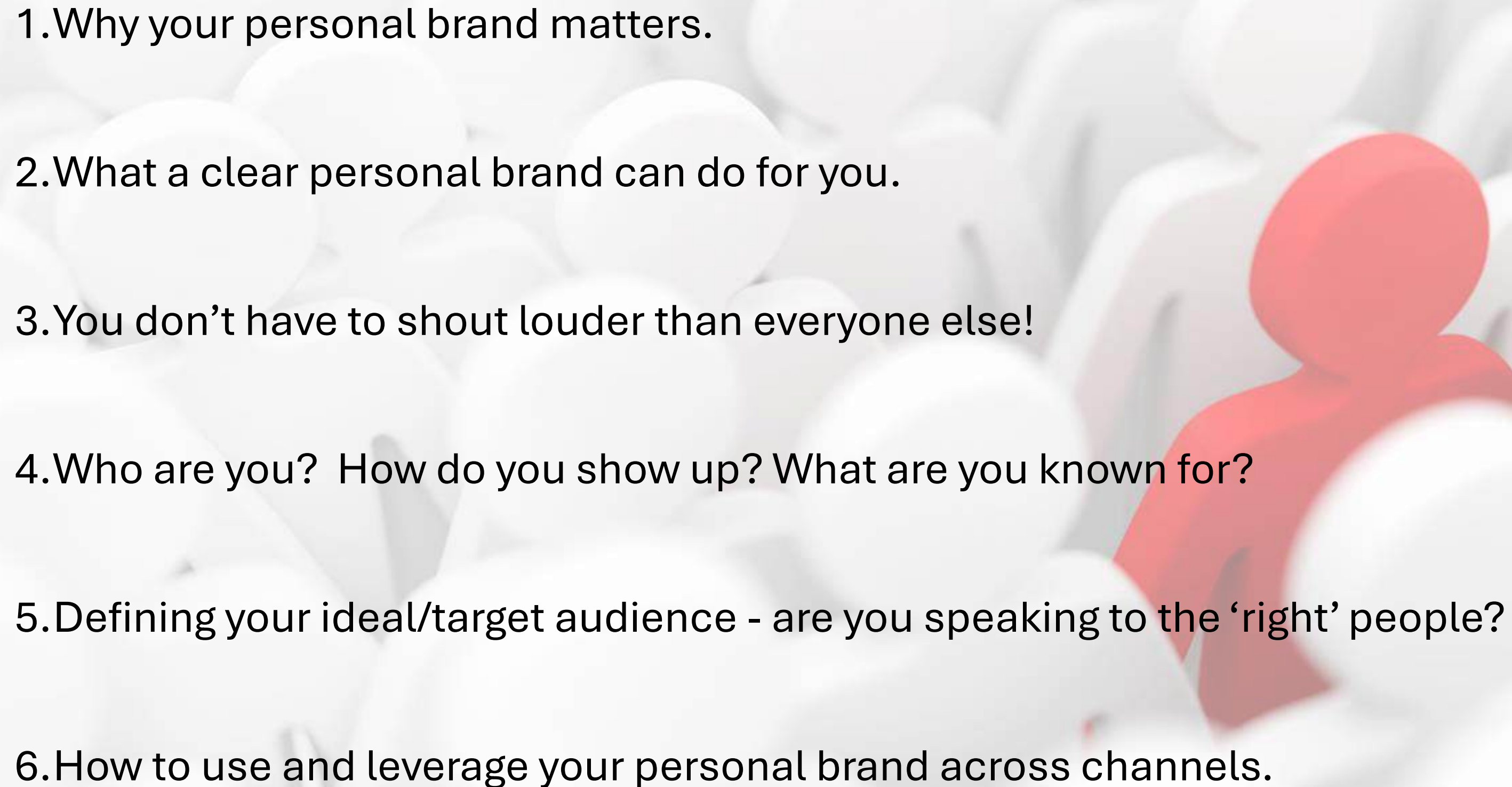
My vision is to be more than a resource about how to use the LinkedIn, my goal is to inspire business professionals to think differently about developing a network of valued connections.

I work with business owners, entrepreneurs and corporate leaders who want to leverage LinkedIn and their relationship building strategies to gain more exposure for their brand so they have more impact, income and credibility.

Helping business owners, entrepreneurs, consultants & salespeople drive visibility, increase engagement & build influence on LinkedIn since 2008

www.linkedinforbusiness.net

Stand Out, Stay Seen: The Power of Your Personal Brand

1. Why your personal brand matters.
 2. What a clear personal brand can do for you.
 3. You don't have to shout louder than everyone else!
 4. Who are you? How do you show up? What are you known for?
 5. Defining your ideal/target audience - are you speaking to the 'right' people?
 6. How to use and leverage your personal brand across channels.
- 
- A background image showing a large crowd of white, stylized 3D human figures. One figure in the center-right is highlighted in red, standing out from the rest of the crowd. The figures are arranged in a dense, slightly blurred group, suggesting a large gathering or audience.

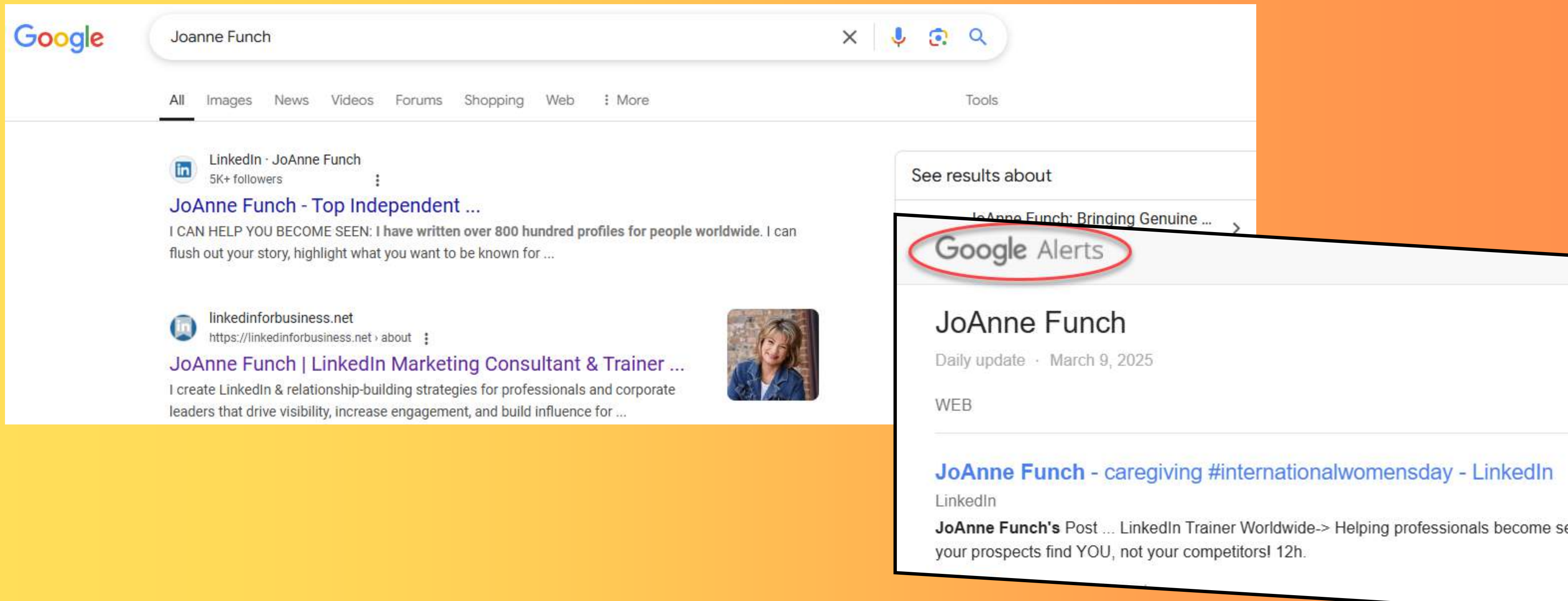
What is a personal brand?



Combination of your skills/expertise, experience, and values
Position yourself as a leader!

Why your personal brand matters

Reputation Management



The image shows a Google search interface for the name 'Joanne Funch'. The search bar at the top contains the name, and the results page displays several entries. The first result is a LinkedIn profile for 'JoAnne Funch' with 5K+ followers, described as a 'Top Independent' consultant. The second result is from 'linkedinforbusiness.net', identifying her as a 'LinkedIn Marketing Consultant & Trainer'. A small profile picture of a woman is visible next to the second result. On the right side, a 'Google Alerts' notification is overlaid, showing a search for 'JoAnne Funch' with a daily update on March 9, 2025. Below the alert, a snippet of a LinkedIn post is visible, mentioning 'caregiving #internationalwomensday' and 'LinkedIn Trainer Worldwide'.

Google

Joanne Funch

All Images News Videos Forums Shopping Web More Tools

LinkedIn · JoAnne Funch
5K+ followers

JoAnne Funch - Top Independent ...
I CAN HELP YOU BECOME SEEN: I have written over 800 hundred profiles for people worldwide. I can flush out your story, highlight what you want to be known for ...

linkedinforbusiness.net
https://linkedinforbusiness.net › about

JoAnne Funch | LinkedIn Marketing Consultant & Trainer ...
I create LinkedIn & relationship-building strategies for professionals and corporate leaders that drive visibility, increase engagement, and build influence for ...

See results about

JoAnne Funch: Bringing Genuine ...

Google Alerts

JoAnne Funch
Daily update · March 9, 2025

WEB

JoAnne Funch - caregiving #internationalwomensday - LinkedIn
LinkedIn
JoAnne Funch's Post ... LinkedIn Trainer Worldwide-> Helping professionals become seen by your prospects find YOU, not your competitors! 12h.

Building Trust

Every touchpoint should show credibility

ONLINE
Marketing

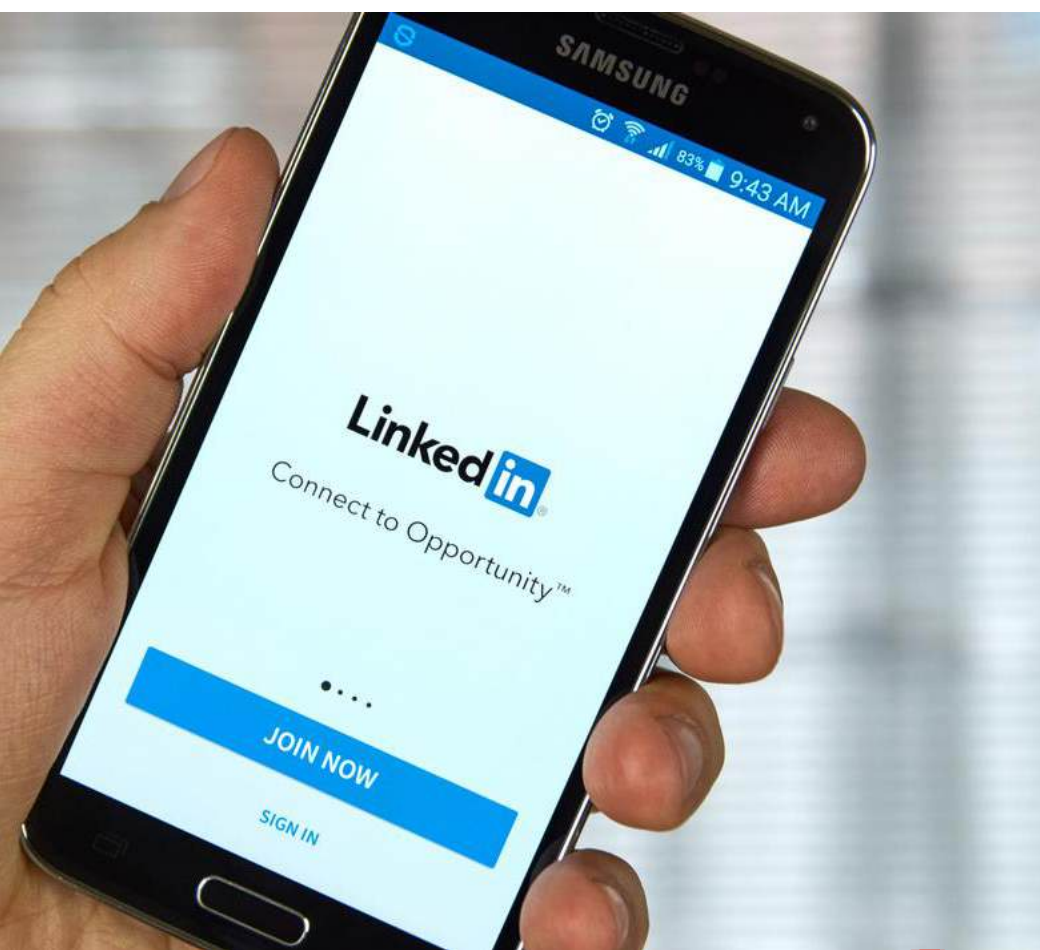
BOTH

OFFLINE
Marketing



Digital First

Online presence: LinkedIn, Website, Podcast, Social Media Profiles



First Impressions Matter

What a clear personal brand can do for you

1

Attract ideal customers

2

Build stronger relationships

3


Increase your influence

Clarity Is Your Competitive Advantage

1. Craft a simple, repeatable brand message.
2. Show up consistently with that message.
3. Make sure it connects emotionally with your audience.

I'M KIND OF A BIG DEAL...PEOPLE KNOW ME!

*You don't have to shout
louder...*



Helping professionals drive visibility, increase engagement and build influence on LinkedIn since 2008.

- PROFILE DEVELOPMENT
- CONTENT STRATEGY
- TRAINING/PRESENTING

www.linkedinforbusiness.net

JoAnne Funch Add verification badge

LinkedIn Trainer Worldwide-> Helping professionals become seen on LinkedIn so your prospects find YOU, not your competitors!

Greater Minneapolis-St. Paul Area · [Contact info](#)


Check out my website! [🔗](#)

4,950 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

[LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profil...](#)

[Ask Me About Updating Your Profile to Stand Out](#)



JoAnne Funch Connect - Engage - Grow LinkedIn For Business

[About](#) [Solutions](#) [Blog](#) [Follow Me on LinkedIn](#) [Schedule a Call](#)

THE KEY TO BUSINESS SUCCESS IS BUILDING AND NURTURING YOUR RELATIONSHIPS

Helping professionals become **seen** and **heard** on LinkedIn so your prospects find **YOU**, not your competitors!

[LET'S TALK ABOUT YOUR PROFESSIONAL GOALS!](#)



JoAnne Funch · You
LinkedIn Trainer Worldwide-> Helping professionals become seen on Linked...
1mo · 🌐

I kinda' hate that word 'Influencer' - it makes so many people feel like only those with huge followings and famous names are influencers...I used to think that. I learned that we all have influence; it's how we choose to use it that matters. ...more

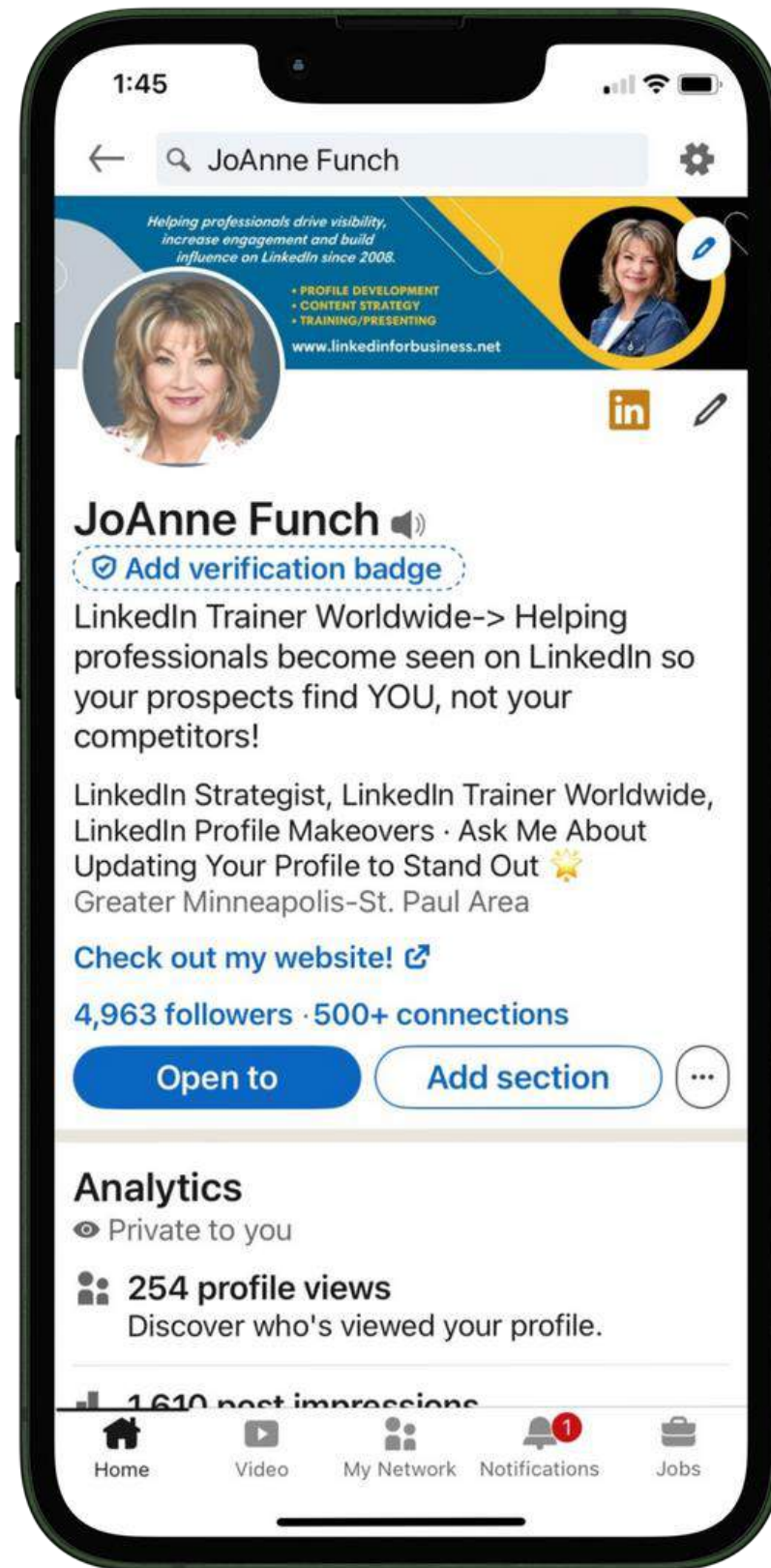
Here are 3 Tips to Influence:

- 01** Focus on **adding value**, not just showcasing your success—**share insights** that truly matter to your ideal client.
- 02** Stand out by **posting fresh, thought-provoking content**, not just what's already being said in your industry.
- 03** **Dare to be different!** Highlight what sets you apart and why clients should **choose you** over the competition.

JoAnne Funch Connect - Engage - Grow LinkedIn For Business

[🔗](#) [❤️](#) [👍](#) Lynn Hallbrooks and 8 others · 6 comments · 1 repost

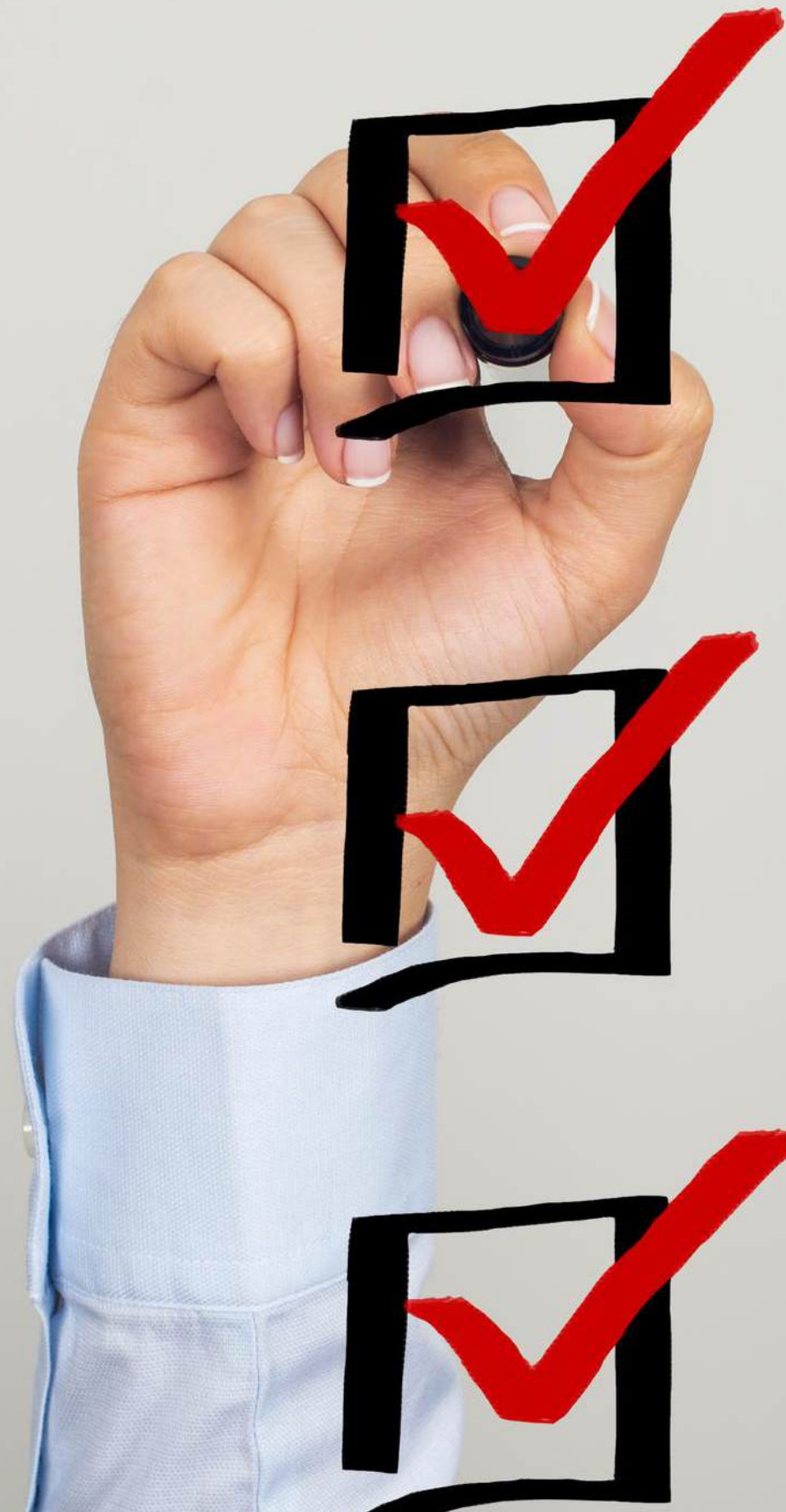
TEST YOUR ABILITY TO COMMUNICATE YOUR BRAND ONLINE



In the LinkedIn app

- Pass your phone to someone who doesn't know you very well
- Have them take 30 seconds to view top of their profile
- Do they understand what they do, the problems they solve & the results they provide?

Questions to define your personal brand



What principles guide your decisions and actions?
(Core Values)

What truly motivates you in your work and life?

What do you want to be known for?
Are you known for that now?

Customer Reviews

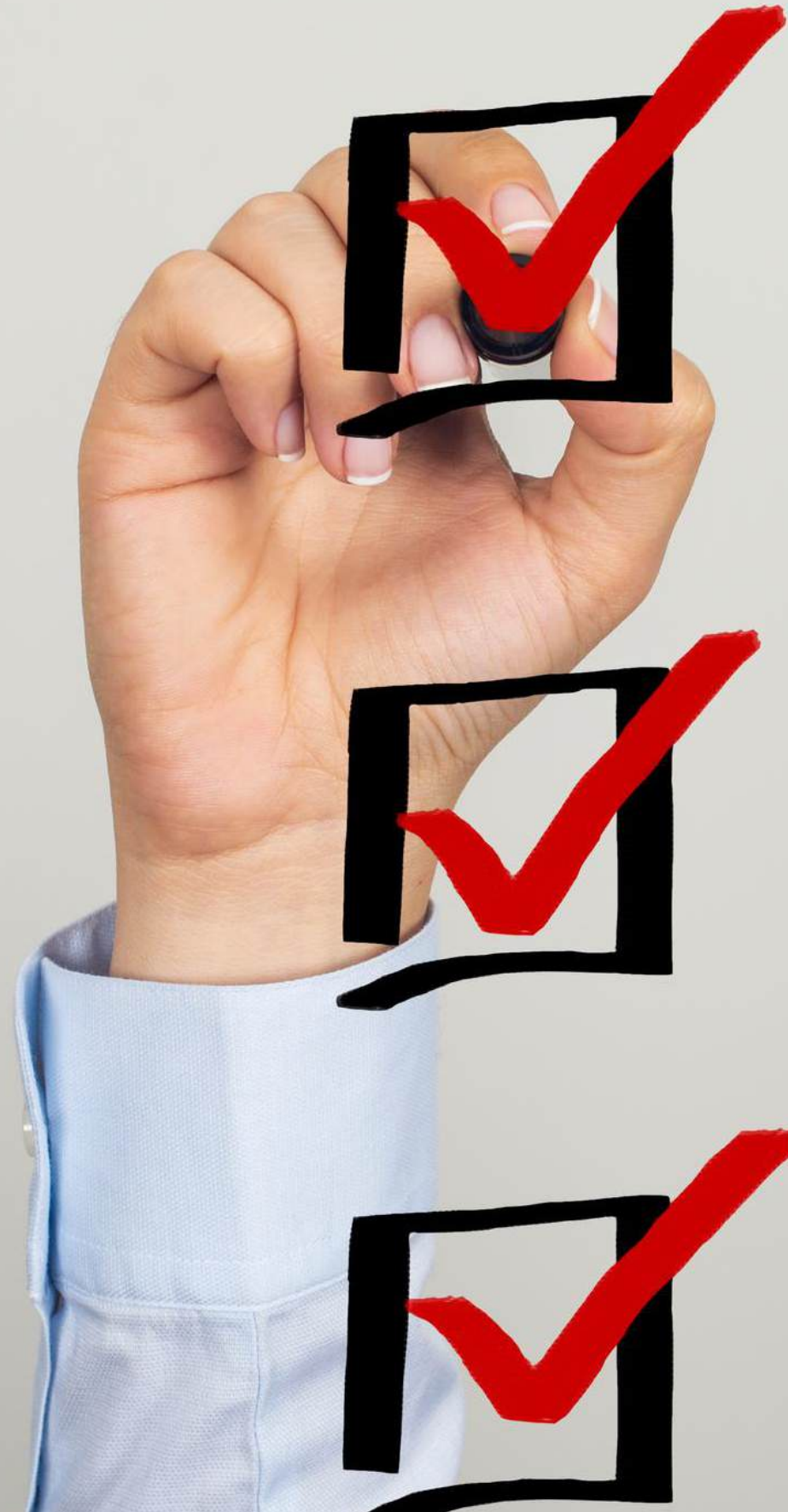


Let others speak to what you're known for



**Are you speaking the 'Right'
people?
Define your target audience**

Questions to define your ideal audience



Who are the people you can best help?

What are their titles? (these are searchable)

What are their needs and challenges?



Are you introducible?

Multi channel approach to leverage your brand message

- Website including About page
- LinkedIn profile
- Speaker bio
- Speaker introduction
- Presentation bio
- Social media profiles
- Sales presentations and pitch books
- Author's bio/Podcast Bio





Neil Patel



Gary Vaynerchuk



Simon Sinek

Iconic Brands

A person is shown from the chest up, wearing a white t-shirt with the text "YOU ARE YOUR OWN BRAND" printed in large, bold, black, sans-serif capital letters. The person is also wearing a brown corduroy jacket over a grey hoodie. Their hands are visible, pulling the jacket open. The background is a plain, light grey color.

**YOU ARE
YOUR OWN
BRAND**

**Your personal brand is an expression of your
identity**

Questions?



EMAIL ME:

joanne@linkedinforbusiness.net

Download FREE:
**Personal Brand
Guide & workbook
for Professionals and
Corporate Leaders**



www.linkedinforbusiness.net/personal-brand-guide/

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