

MoneyOnliners

MAKE MONEY ONLINE ACADEMY

Module 5 – Building Long-Term Financial Success

Lesson 34: Building Your Personal Brand

Workbook ID: MMOA-M5-L34

Student Information

Student Name: _____

Email: _____

Date Started: _____

Date Completed: _____

Instructor: _____

Welcome

This lesson explains how to build a strong personal brand that helps people recognize, trust, and remember you online.

Learning Objectives

- Understand personal branding.
- Define your unique value.
- Build a consistent online identity.
- Strengthen your reputation.
- Prepare for Lesson 35.

Lesson Summary

Your personal brand is the way people perceive you online. A consistent message, professional appearance, valuable content, and trustworthy behavior help you attract opportunities and grow your influence over time.

Knowledge Check

1. What is a personal brand?

2. What makes your brand unique?

3. How will you strengthen your reputation?

Practical Exercise

- Write a personal mission statement
- Update your profile photo
- Create a short professional bio
- Keep branding consistent
- Share one helpful piece of content

My Brand Plan

My personal brand statement:

My target audience:

Action Plan

- Complete Lesson 34
- Improve one online profile
- Publish valuable content
- Ask for feedback
- Continue to Lesson 35

Reflection Journal

How do you want people to describe your brand?

What is the next improvement you will make?

Homework

- Update your bio and profile.
- Review your branding across platforms.
- Prepare for Lesson 35.

Progress Tracker

- Lessons 1–34 Completed

Academy Progress: 34 / 40 Lessons

Next Lesson

Lesson 35: Creating a Simple Online Business

Certificate

This certifies that

has successfully completed Lesson 34: Building Your Personal Brand.

Date: _____