

# Easy Ways to Build Your Professional Brand

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Whether or not you realize it, you have a professional brand, and it's up to you to maximize and leverage it.

Every day, people are searching for you online. They may go to your web bio, but more than likely, they're probably going to LinkedIn as well to check you out.

LinkedIn paints a much more robust picture of you and your professional background than your web site bio because it enables you to showcase your entire professional history and body of work.

Think of LinkedIn as your own mini website and blog.

So LinkedIn is a huge part of managing your brand. It would be very wise to focus on building your presence on LinkedIn, and it is free.

Also, Googling yourself regularly and setting up Google alerts to make sure that you're aware of what's being said about you, and manage your online reputation.

Speaking engagements can be incredibly powerful to underscore your subject matter expertise and stay top of mind with those who need someone like you. If you feel uncomfortable doing them live, do webinars.

There is a ripple effect with speaking engagements, which is that you likely will get asked to do another speaking engagement when people see that you are on the speaking circuit and that you are good at it.

Not everyone is comfortable being on video like I am, but that's also an option. A podcast is another great way to build your brand, make strong relationships and you don't have to be on camera.

There's a lot of other things you can do, such as writing articles, blog posts, client alerts, email blasts and email newsletters – these are all great ways to showcase your thought leadership expertise and stay top of mind with your clients, prospects and referral sources.

There's also trade association memberships and committee involvement – they are an effective way to get to know people in your industry, as long as you're going to commit to them, because the worst

thing you can do is to not do a good job on these committees.

You don't have to do all of these things, or several of them at once, and you should only do the ones that you like to do because you will be more successful at them.

## **A Word About Self Confidence**

Don't let anyone else dim your light, most of all you.

It's time to build your confidence about posting on LinkedIn and showing up in other kinds of marketing. We each have value to provide to others and we need to believe that.

Every time I post I get nervous about how it will be received, especially posting videos.

But we all over estimate the extent to which others are thinking about us because guess what? They're thinking about themselves way more. So stop worrying about what everyone else thinks!

You won't be everyone's cup of tea and that's okay.

The right people will gravitate toward you and appreciate your posts even if they don't tell you or actually post a like on your content.

I keep posting because I believe in my posts and I'm coming from a place of genuineness. Trying to help people is enough for me to keep showing up and posting.

So believe in yourself and silence the naysayers and that negative voice that you have about yourself. Each of us has an inner critic and if we're not careful, we can start to believe what it has to say. Your success on LinkedIn and elsewhere depends on your ability to silence your inner critic.

Don't let other people (or yourself) dim your light and be YOU. That's your superpower.

How do you find the confidence to show up on LinkedIn and in other places?

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