



COMMUNICATIONS WORKSHOP

# Tell Your Story Online (You Are Not a Brand)

WITH AMANDA HIRSCH  
CEO, MIGHTY FORCES



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peny...  
seksual te...  
satunya ad...  
utama yang...  
anak. "Kev...  
nya terbag...  
untuk pe...  
penegaka...  
Dalam a...  
situs por...  
kejahata...  
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terhad...  
itu tr...  
be...  
an Sam...  
orang guru SD...  
anak meng...  
pnya kepad...  
empuan yar...  
sosial, Kes...  
geraan K...  
wani ii...  
kapka...  
unt...  
ras...  
ik...

# Why is it important to have an online presence?



- 
- Build trust > fuel leadership
  - Have exponential impact
  - Attract meaningful opportunities
  - Reach beyond your bubble
  - Get practice communicating your ideas
- 



“What should I post?”


















1. What are the obvious  
choices?





2. What opportunities  
do you covet?






### 3. Oh, yeah: Your personality





...And your identity beyond  
work.









4. What values do you want  
to embody?





“...But what about my  
personal brand?”








# ~~Self-promotion~~ Storytelling




Your personal tagline







**Do not obsess about** your  
personal tagline





# Dana's story








Your voice matters





There is a vitality, a life force, a quickening  
that is translated through you into action.  
**And because there is only one of you in all  
time, this expression is unique,** and if you  
block it, it will never exist through any other  
medium, and be lost.

MARTHA GRAHAM

***thank  
you!***



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