##### [00:00:00.440]

Hello and welcome to this
course on personal branding.

##### [00:00:02.440]

My name is Kennedy Hill and I'll be
your instructor for this course.

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In this course, you're going
to learn three main things.

##### [00:00:08.320]

Number one, you're going to learn how
to build out your LinkedIn profile

##### [00:00:10.960]

effectively to help you build
the best possible personal brand.

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Number two, you're going to learn
how to start your own podcast.

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So you'll learn some of the tips
and tricks I used as I built out my very

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first podcast, which ultimately
led to my television show.

##### [00:00:25.120]

And number three, you're going to learn

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salary, stock options and basic
negotiation techniques.

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So where I see a lot of people failing

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at is they win the interview,
they've done a great job.

##### [00:00:36.240]

And then now it's time
to talk compensation.

##### [00:00:38.040]

And they don't value themselves.

##### [00:00:40.040]

And now they're making 30 or even
50 or even more, $100,000 less.

##### [00:00:44.640]

They're then their counterparts.

##### [00:00:46.120]

So I'm going to teach you what you need
to look for,

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how you can prepare and the best
strategies for negotiation,

##### [00:00:51.680]

and the best way to use your words,
just little changes that really make a big

##### [00:00:56.480]

impact on your ability
to get what you're worth.