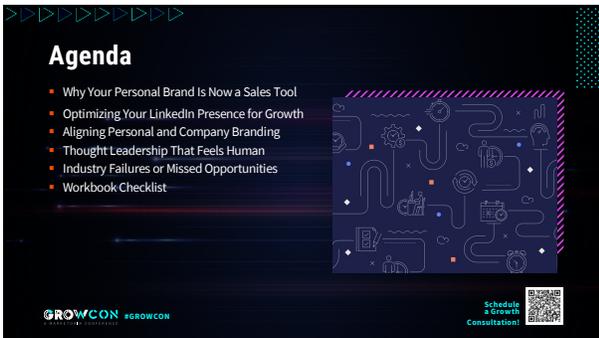




1



2



3

Why Your Personal Brand Is Now a Sales Tool

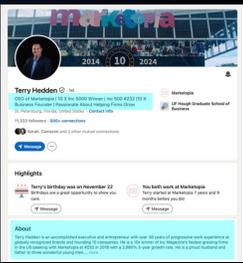
- Your personal brand does not live separate from your company
- Executives with strong personal brands close deals faster
- Your online presence signals trust, leadership and expertise
- People follow people – not logos

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4

Optimizing Your LinkedIn Presence for Growth

- Your headline must describe your value – not your job title
- The About section should tell a human, relatable story
- Use Featured posts to showcase wins and projects
- Your banner must reinforce your authority



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5

What Buyers Look For Online

In the tech/MSP space, prospects look for:

- A leader with a clear voice
- A confident, visible presence
- Demonstrated expertise in cybersecurity, AI, cloud & modern IT
- Professionalism & consistency
- Alignment with the company's messaging
- Your digital footprint becomes part of your sales engine

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Aligning Personal & Company Branding

- 1 Your voice must match your company's positioning.
- 2 Share wins, lessons, team stories & transformation moments.
- 3 Your team should echo the same message.
- 4 Your brand must feel consistent across all profiles.

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Thought Leadership That Feels Human

- Share real client experiences
- Break down wins and lessons learned
- Talk openly about challenges MSPs face
- Use simple, human language

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8

Content Pillars for MSP Leaders

Your content should consistently come from 3-4 pillars:

1	2	3	4
Industry Expertise: Cybersecurity, AI, compliance, cloud	Business Leadership: SMB strategy, decision-making, scaling	Company Culture: Team wins, events, values, community impact	Personal Insights: Leadership lessons, founder journey

This framework creates familiarity, authority & trust.

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