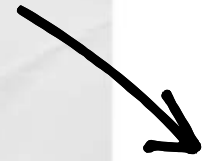
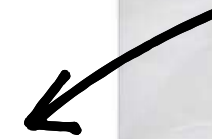




Vision



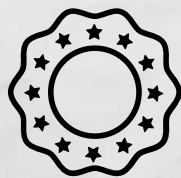
Authenticity



Personality



Commitment



Value



Differentiation



How to build a

PERSONAL

BRAND

*AND UNLEASH THE BEST
VERSION OF YOURSELF*



metlgroup 



1,341
Posts

101K
Followers

7
Following

MeTL Group

One of the biggest conglomerates in Africa.

 Proudly #Tanzanian

 Present in 11 African Countries

bit.ly/2V54Mmz

Dar es Salaam, Tanzania



moodewji 



2,405
Posts

3.7M
Followers

42
Following

Mohammed Dewji

Public figure

President, [@MeTLGroup](#) | President, [@simbasctanzania](#)
Founder, [@MoDewjiFoundation](#) #Hoya
youtu.be/6lo8zFUTJ3g

secret to

A SUCCESSFUL

**PERSONAL
BRAND**

successful personal
brands always add
value



IN THE LAST 12 YEARS:

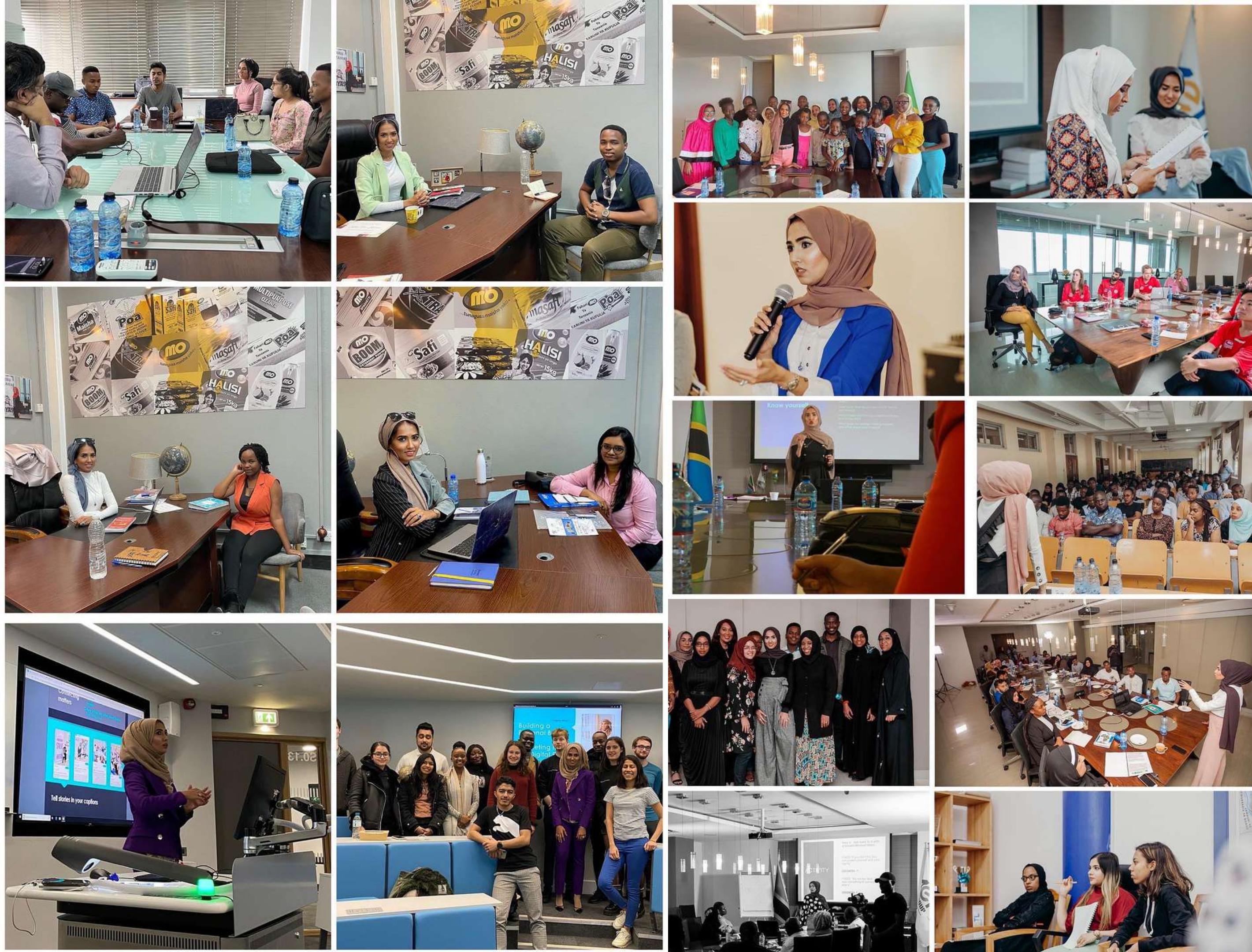
- **BUILT 150 BRANDS**
- **OVERSEEN OVER 1000+ PRODUCTS**
- **WORKED IN OVER 25 DIVISIONS**
- **EXECUTED OVER 70 PRODUCT LAUNCHES**
- **MOST IMPORTANTLY TOUCHED THE LIVES OF OVER 55 MILLION TANZANIANS.**



HOW CAN I ADD VALUE

- share my experiences, the hurdles I crossed and what I learnt from METL to help others





- **WROTE TWO BOOKS**
- **SPOKEN AT OVER 50 YOUTH EVENTS**
- **CONDUCTED OVER 30 COFFEE SESSIONS**
- **HELPED 100 + SMALL BUSINESSES**
- **CONDUCTED OVER 60 INTERVIEWS OF WOMEN IN TANZANIA**

The stronger my personal brand grew, the more doors opened for me:

- people were receptive to my ideas
- build more trust
- create better partnerships: bring in Bajaj, LG and Panasonic
- easier to work with influencers





ICE-BREAKER



Have a chat with the person sitting next to you:

- Talk to the person next to you, what are you studying, your passion and your hobbies
 - Three things you are good at
 - One skill you want to improve

What is?

A PERSONAL

BRAND

It is the unique combination of skills and experiences that make you who you are. It is how you present yourself to the world. It makes you more relatable and relevant.





- Your reputation is not the same as your personal brand
- Your reputation is how others view you (your first impression, the relationships you form and how you communicate)
- Your personal brand is intentional

It is how you want people to see you



WHAT IS THE POINT

OF A

PERSONAL BRAND?



WHY IS IT IMPORTANT TO CREATE A PERSONAL BRAND?

- Personal brands differentiate you from competitors

- people like to follow people
- Better Job offers* - I always look at social media before I hire
- Promotions
- credibility
- More Interviews
- Partnerships



How to Build

**THE BRAND
CALLED**

YOU





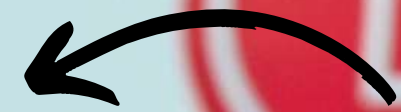
FIGURE OUT WHAT DRIVES YOU

Start by asking yourself the following questions:

- What motivates?
- What skills or talents are you most proud of?
- What skills are you curious about?
- What kind of tasks or projects energize you?
- Ten years from now, what do you want to have contributed to the world?

IDENTIFY AND ARTICULATE WHAT DIFFERENTIATES YOU FROM THE REST

- What are your passions?
- What do you do differently from others?
- Do you have a hobby, activity, or idea that could make you lose track of time



UNDERSTAND YOUR UNIQUE STRENGTHS AND BRAND KEY WORDS

- What is it that you're good at?
- What personality do you have?
- What will make you stand out?



BUILDING AN IMPACTFUL 'OFFLINE' PRESENCE & POSITIVE FIRST IMPRESSIONS

- Are you friendly to people?
- How you speak to them, and the impression you make?
- Do you pay attention to how you dress? sit? speak about yourself?





PROMOTING YOUR BRAND TO POTENTIAL CLIENTS, INVESTORS AND EMPLOYERS



- Do planning, be prepared
- Attend Networking events where you are seen
- give them a reason to remember you

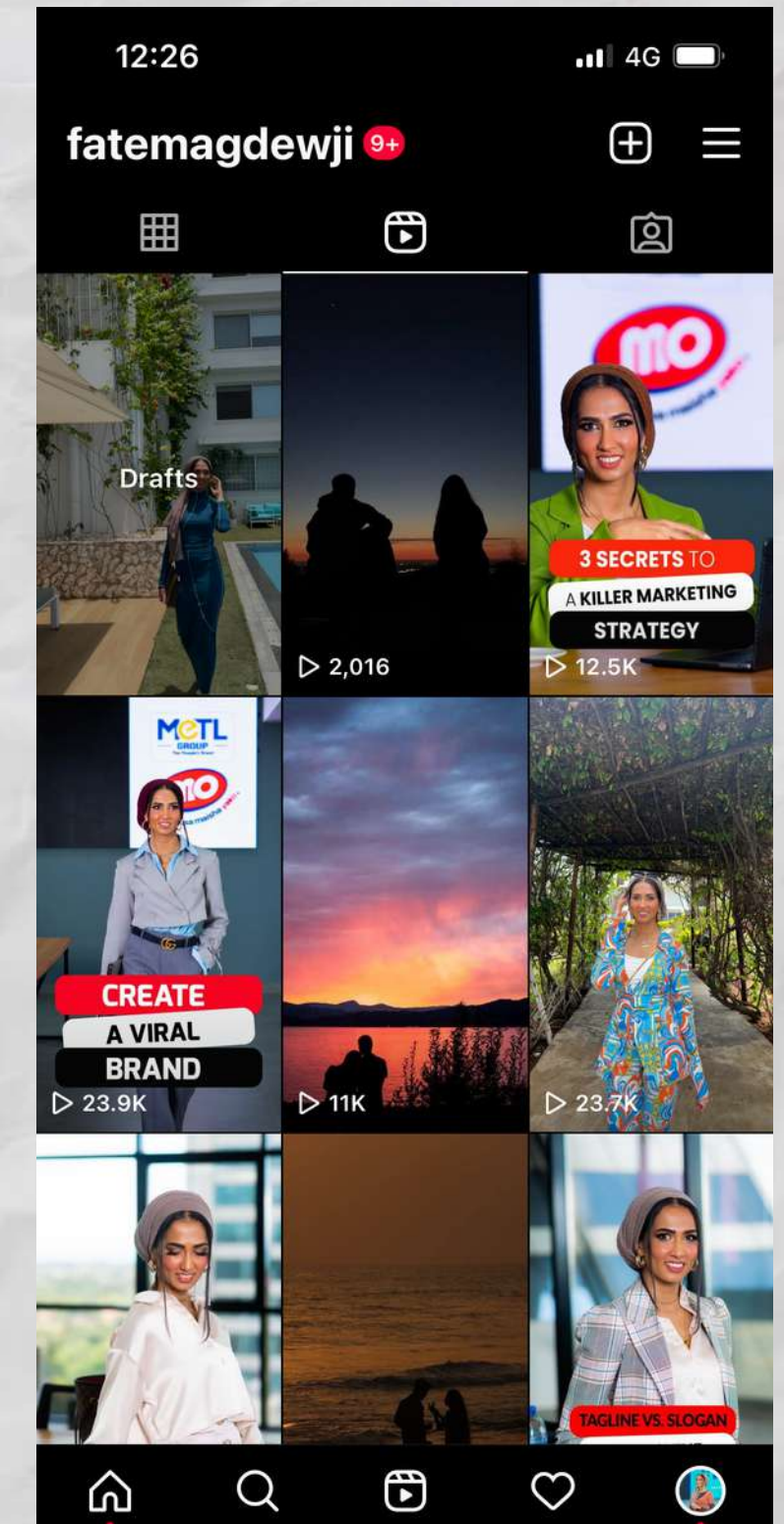
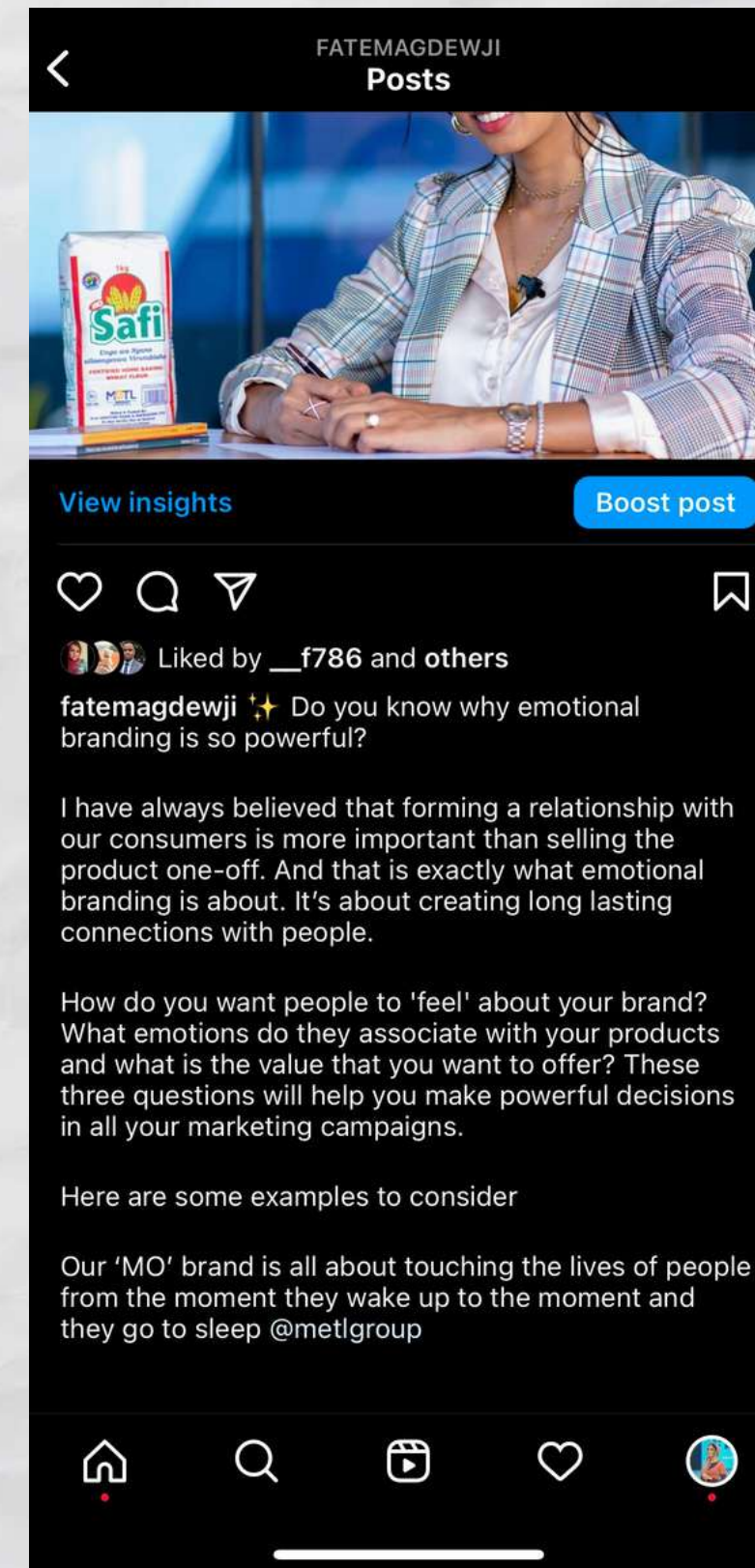
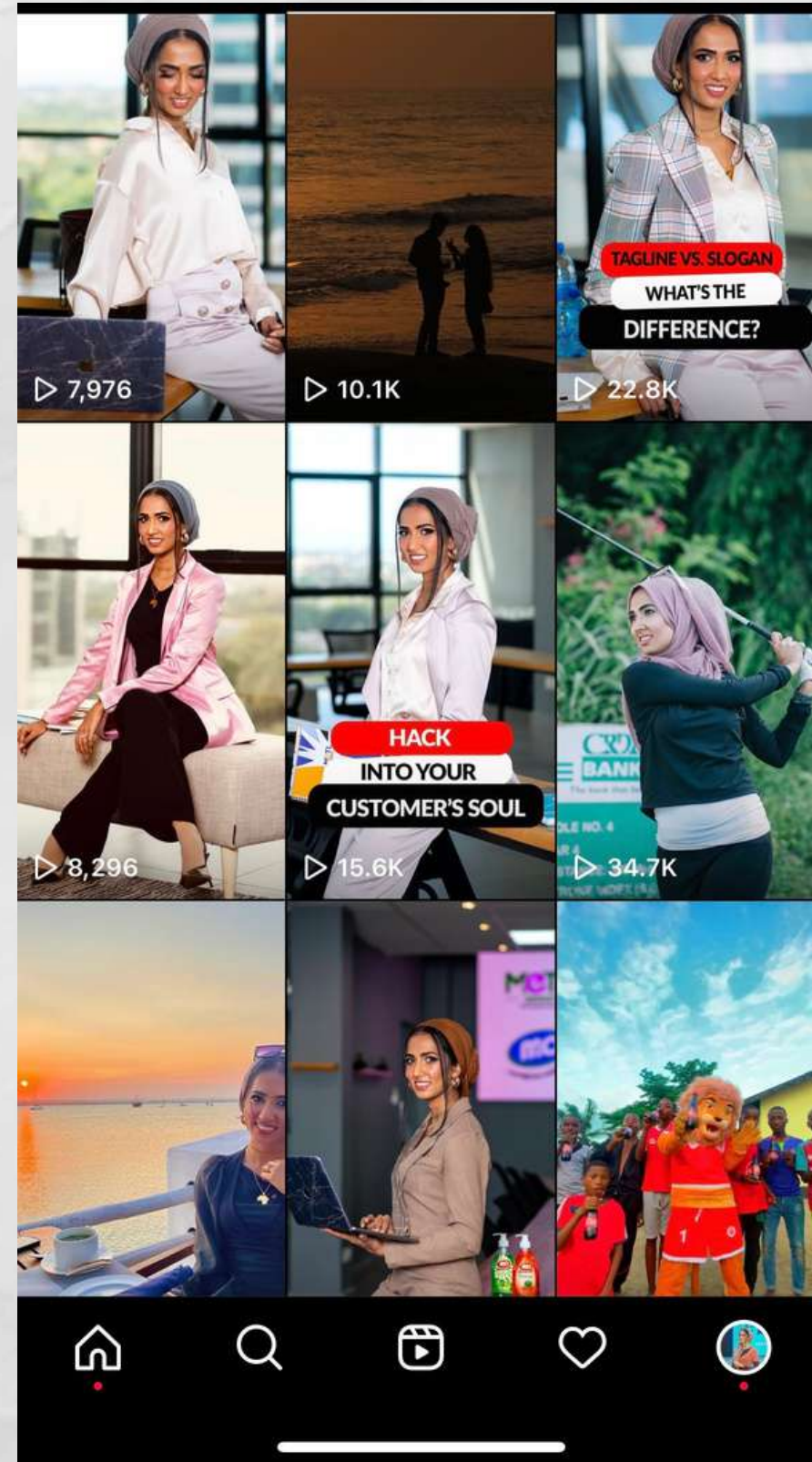
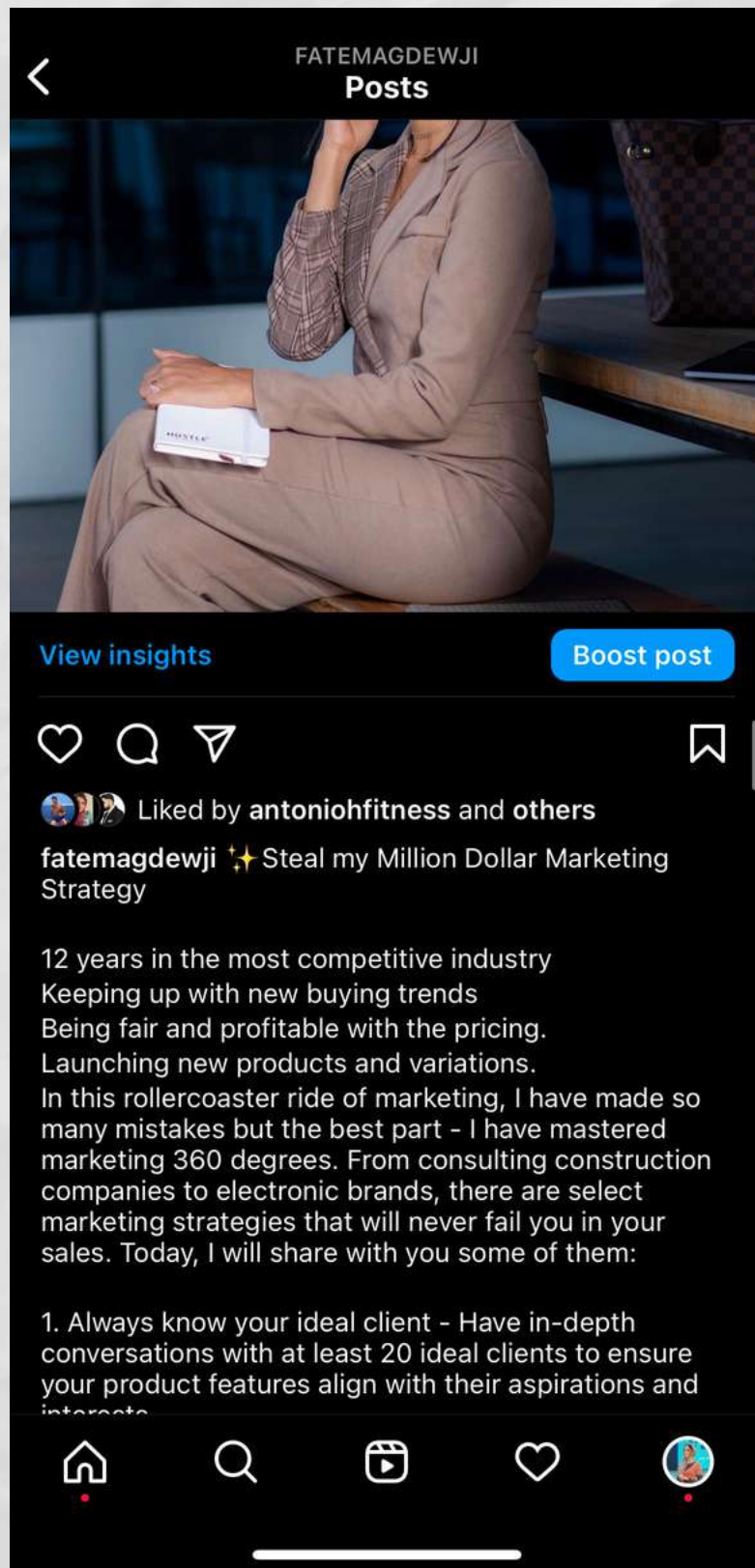




10 WAYS TO USE SOCIAL MEDIA TO BUILD YOUR PERSONAL BRAND

1. Give as Much as You Can (ADD VALUE)
2. ASK Questions/ Get feedback
3. Be authentic
4. Tell stories
5. Be consistent
6. Live your brand
7. Engage on different social media platforms
8. Engage Regularly
9. Diversify Your Content
10. Study a successful example

ALWAYS ADD VALUE



TELL STORIES IN YOUR CAPTIONS



[View Insights](#) [Promote](#)

Liked by [_lucky_andrew](#) and 3,830 others

fatemagdeji Many people still believe that in order to sell, you need to force your business down the customer's throat.



[View Insights](#) [Promote](#)

Liked by [sakinadaya](#) and 2,325 others

fatemagdeji Ready set..... JUST ... DO IT • This is the mantra I live by.

- When I was much younger I was often told I was just average, I was a pretty lazy kid. Besides golf I didn't pay attention to much else. One fine day I was tired of being average, I knew I could do better and be better. I stopped blaming the world for my problems and I realized I was the only one getting in my own



[View Insights](#) [Promote](#)

Liked by [sakinadaya](#) and 1,660 others

fatemagdeji A few weeks ago I had a a productive session with the Bajaj team. MeTL is now the dealer for Bajaj 🇲🇵 in Tanzania. So after few hours of hashing out all the important things on our agenda 📝 I got to asking questions (what I do best).... • One of the things I love ❤️ about my work is that I'm constantly learning, I'm learning through trial and error, I'm learning through failure (the kind where you hit your face straight on the ground) 😬 and most importantly (and gratefully) I'm learning from experts

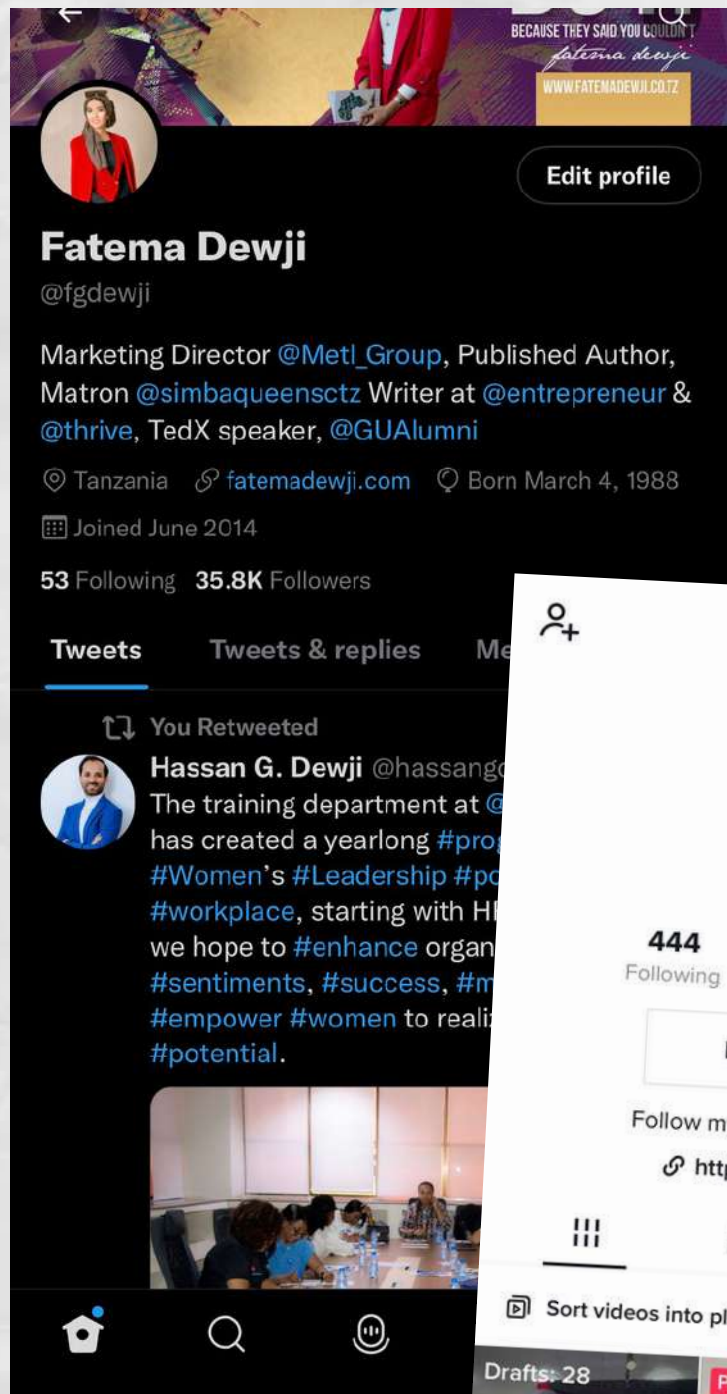


[View Insights](#) [Promote](#)

Liked by [saamiya_](#) and 4,879 others

fatemagdeji In order to achieve anything in life it takes a team, a great team. Leaders are nothing without their people. Organizations and communities

ENGAGE ON DIFFERENT SOCIAL MEDIA PLATFORMS



Fatema Dewji
@fgdewji

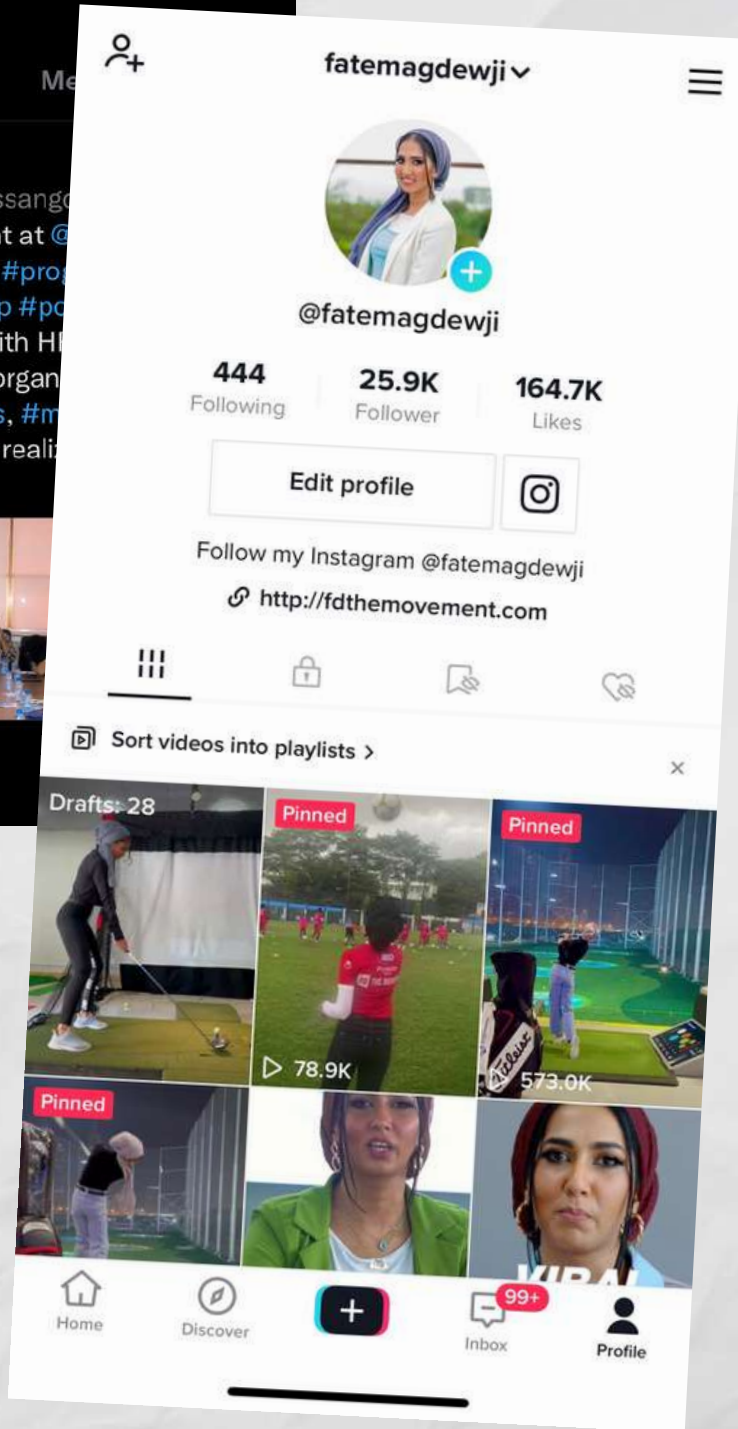
Marketing Director @Metl_Group, Published Author, Matron @simbaqueensctz Writer at @entrepreneur & @thrive, TedX speaker, @GUAumni

Tanzania | fatemadewji.com | Born March 4, 1988 | Joined June 2014

53 Following 35.8K Followers

Tweets Tweets & replies Me

You Retweeted **Hassan G. Dewji** @hassang... The training department at @... has created a yearlong #pro... #Women's #Leadership #po... #workplace, starting with H... we hope to #enhance organ... #sentiments, #success, #m... #empower #women to reali... #potential.



fatemagdwjji

444 Following 25.9K Follower 164.7K Likes

Edit profile

Follow my Instagram @fatemagdwjji
<http://fdthemovement.com>

Sort videos into playlists >

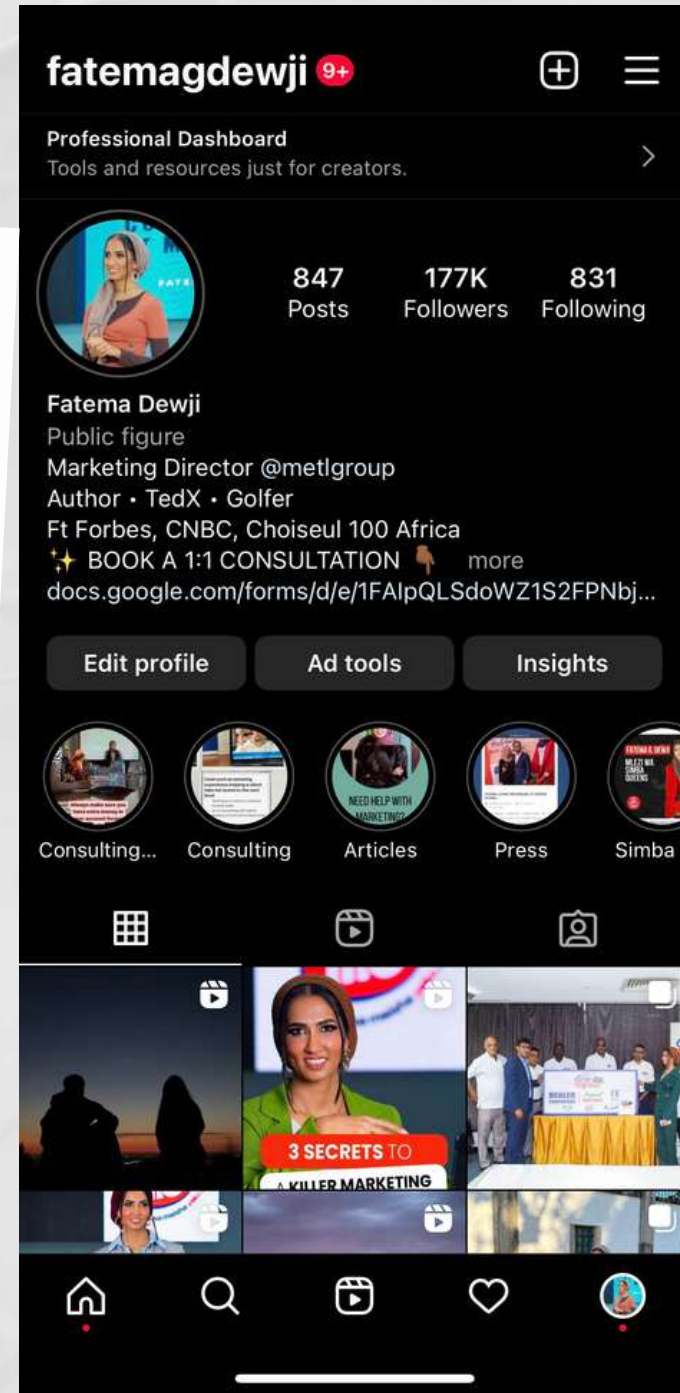
Drafts: 28

Pinned

78.9K

573.0K

Home Discover + Inbox 99+ Profile



fatemagdwjji 9+

Professional Dashboard
Tools and resources just for creators.

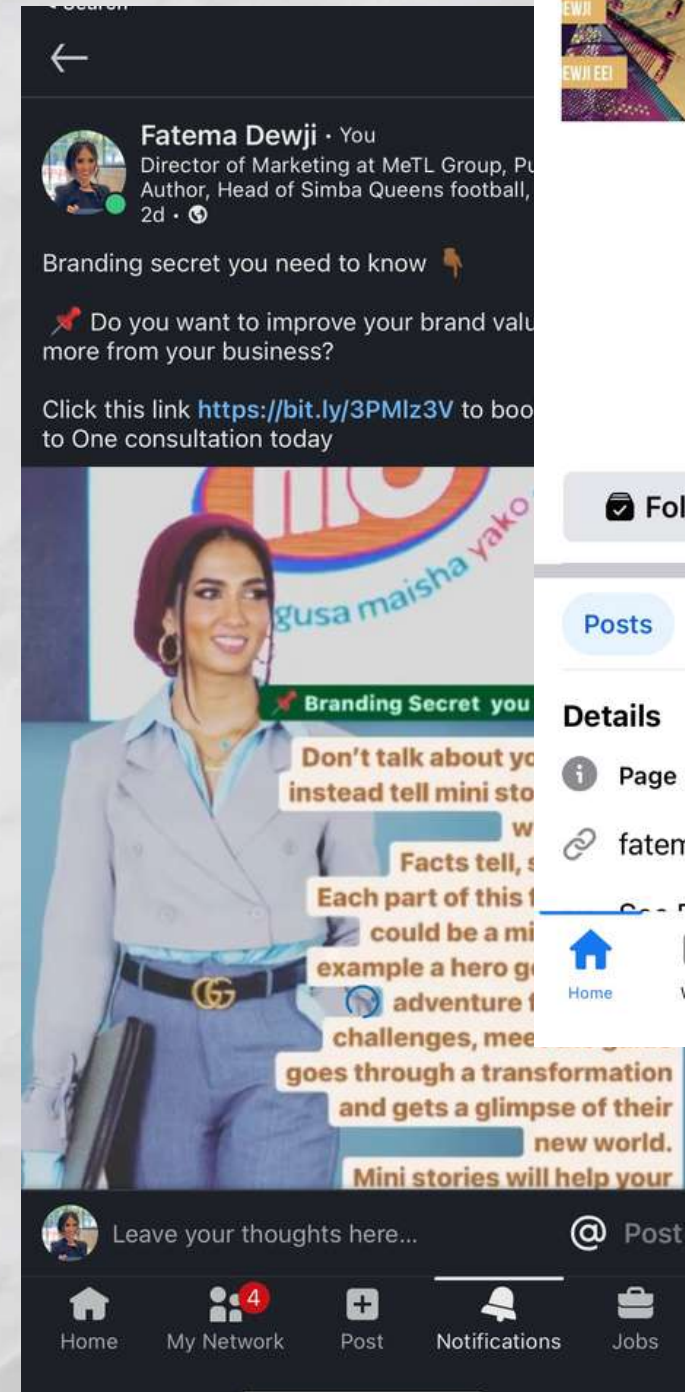
847 Posts 177K Followers 831 Following

Fatema Dewji
Public figure
Marketing Director @metlgroup
Author · TedX · Golfer
Ft Forbes, CNBC, Choiseul 100 Africa
BOOK A 1:1 CONSULTATION more
docs.google.com/forms/d/e/1FAIpQLSdoWZ1S2FPNbj...

Edit profile Ad tools Insights

Consulting... Consulting Articles Press Simba

Home Search Video Heart Profile



Fatema Dewji · You
Director of Marketing at MeTL Group, Pu...
Author, Head of Simba Queens football,
2d ·

Branding secret you need to know

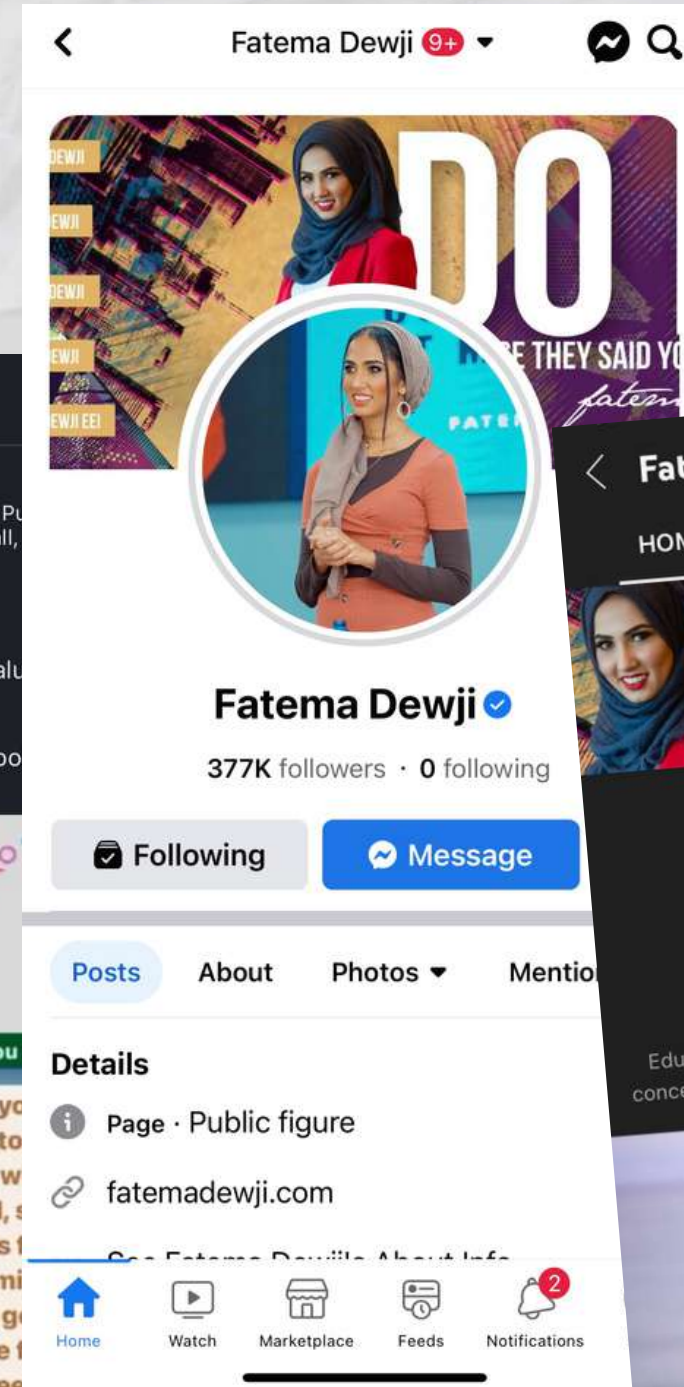
Do you want to improve your brand val...
more from your business?

Click this link <https://bit.ly/3PMIz3V> to boo...
to One consultation today

Don't talk about yo...
instead tell mini sto...
w...
Facts tell, s...
Each part of this...
could be a mi...
example a hero g...
adventure t...
challenges, mee...
goes through a transformation...
and gets a glimpse of their...
new world.
Mini stories will help your

Leave your thoughts here... @ Post

Home My Network 4 Post Notifications Jobs



Fatema Dewji 9+

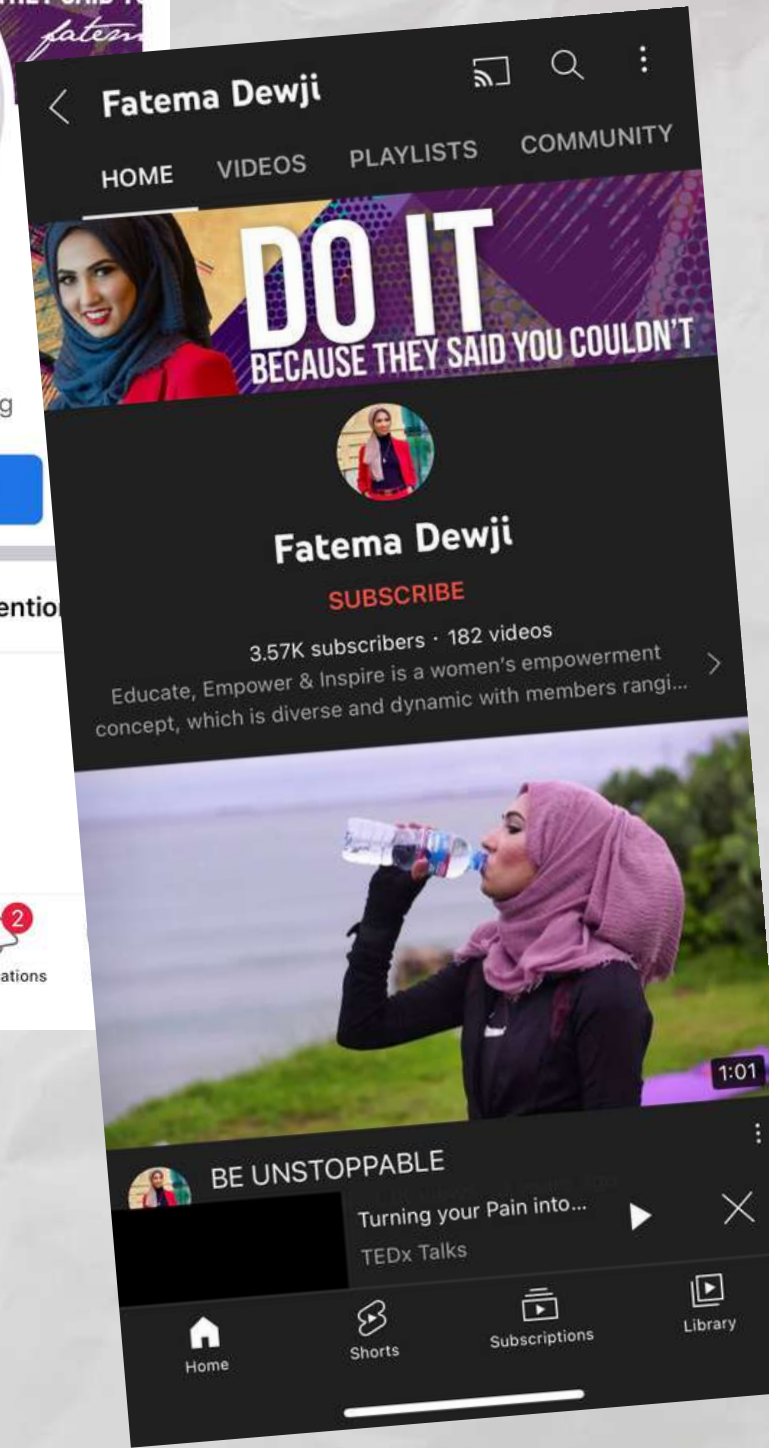
Fatema Dewji ✓
377K followers · 0 following

Following Message

Posts About Photos Mentio

Details
Page · Public figure
fatemadewji.com

Home Watch Marketplace Feeds Notifications 2



Fatema Dewji

HOME VIDEOS PLAYLISTS COMMUNITY

DO IT
BECAUSE THEY SAID YOU COULDN'T

Fatema Dewji
SUBSCRIBE

3.57K subscribers · 182 videos
Educate, Empower & Inspire is a women's empowerment...
concept, which is diverse and dynamic with members rangi...

BE UNSTOPPABLE
Turning your Pain into...
TEDx Talks

Home Shorts Subscriptions Library



CREATE AND COMMUNICATE YOUR 'BRAND SLOGAN'- THIS IS YOUR ELEVATOR PITCH

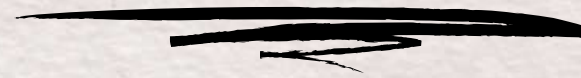
- **What is an elevator pitch?**

An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your brand is about. You can also use one to create interest in a project, idea, product or person.

It needs to be precise, while conveying important information.

PICTURE THIS..

You've just bumped into a former client at the airport. After exchanging pleasantries, he asks you what your new company does. You open your mouth and then pause. Where on earth do you start?



CREATING AN ELEVATOR PITCH

To craft a great pitch, follow these steps:

- 1) Identify your goal.
- 2) Explain what you do.
- 3) Communicate your USP.
- 4) Engage with a question.
- 5) Put it all together.
- 6) Practice.

Try to keep a business card or other takeaway item with you, which helps the other person to remember you and your message.

FATEMA'S ELEVATOR PITCH

I help C- Level executives make better marketing decisions that result in significant growth in market share for their products. I am able to provide key insights and better direction by tapping into over 12 years of strategic experience managing the marketing for one of Africa's largest business houses.

Do YOU need help making better strategic marketing decisions?

ACTIVITY

10 Minutes to create an elevator pitch for your brand or business



EFFECTIVE NETWORK TECHNIQUES TO PROMOTE YOUR PERSONAL BRAND

- Focus on building relationships
- Practice open body language before you meet
- Use the power of a compliment
- Be authentic
- Do your homework and get to know people.
- GO back to basics (get face time)
- Tell a story



THANK YOU



**CONNECT
WITH
ME**



: fatemadewji



: fatemagdwji



: fgdwji



: fatema dewji