

It opens the doors of external business

Those at the bottom complete, while those at the top collaborate.

A personal brand is like a golden ticket to the world of opportunities. And the reason is so maddeningly simple: it gives potential business partners an easy way to approach and talk to you. Example, 'Hey I loved your video on...!' How else did you imagine million-dollar conversations to start?

Legacy investors are constantly looking for valuable partners, starting with corporate personal brands. Give them a conversation starter or a reason to knock you online, and experience different partnership and collaboration proposals burst into your inbox. These opportunities can lead to establishing new strategic business units, which means more portfolios in your pockets.

Suddenly, your word matters when numbers don't

Armoured with a personal brand, you are not just a CEO; you are a trustable CEO. Other established brands and organisations are more likely to engage with you because your personal brand is a badge of credibility to them. These partnerships can lead to expanding your market reach and increasing your credit in the industry.



This further helps in gaining funds for new projects, products, ventures and SBUs (Strategic Business Units). Investors rarely believe in the slides and numbers; they will ultimately invest in you, your vision, and your capabilities. Your personal brand is the magic potion that lures potential investors, helping you fund your expansion, innovation, or scaling operations.

It is an investment you NEED to make

Once you have established yourself as an industry expert, you will be the bigwig they want on their advisory board or in their executive suite. The influence of a knowledge leader goes far beyond the corporate walls of promotions, shares and commissions. It welcomes you to generational wealth.

I encourage you to put on your personal brand cape and soar through the competitive business landscape. Leave your mark on your industry and the world of entrepreneurship as a whole.

By Rad Sharar

Photo: LS Archive/ Sazzad Ibne Sayed

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◆ HOROSCOPE ◆



ARIES (MAR. 21-APR. 20)

Don't let your stubborn nature take over. Your loved ones will be loyal to you. Channel your energy into work. Your lucky day this week will be Sunday.



TAURUS (APR. 21-MAY 21)

Do not let others exhaust you financially. You will be emotional about financial matters. Convince others to follow suit. Your lucky day this week will be Monday.



GEMINI (MAY 22-JUN. 21)

You won't be able to keep a secret. Make changes that will raise your self-esteem. Don't play on your partner's emotions. Your lucky day this week will be Wednesday.



CANCER (JUN. 22-JUL. 22)

Mix business with pleasure while traveling. Your quick wit will impress new acquaintances. Don't let anyone make you feel insecure. Your lucky day this week will be Tuesday.



LEO (JUL. 23-AUG. 22)

Make plans for the weekend. Deep discussions might lead to conflicts. Catch up on correspondence. Your lucky day this week will be Wednesday.



VIRGO (AUG. 23-SEP. 23)

You may get incorrect facts this week. Don't blow situations out of proportion. Observations will be far more effective. Your lucky day this week will be Saturday.



LIBRA (SEP. 24-OCT. 23)

Unforeseen changes at home are apparent. Family get-togethers will be interesting. Romance will develop through work. Your lucky day this week will be Saturday.



SCORPIO (OCT. 24-NOV. 21)

Be careful with your secrets. Find healthy ways to deal with your building stress. Keep your intentions shrouded. Your lucky day this week will be Wednesday.



SAGITTARIUS (NOV. 22-DEC. 21)

A relative may have put you in trouble. Don't let anyone do your own job. Entertainment could be costly. Your lucky day this week will be Friday.



CAPRICORN (DEC. 22-JAN. 20)

Don't make unverified accusations. Be careful of whose attention you bring. You might need to do some compromising. Your lucky day this week will be Friday.



AQUARIUS (JAN. 21-FEB. 19)

You will meet potential partners through loved ones. Travel will be pleasurable. Ease any disappointment by making amends. Your lucky day this week will be Friday.



PISCES (FEB. 20-MAR. 20)

Don't be too quick to react. Seek support from a good friend. Use your innovative mind to surprise youngsters. Your lucky day this week will be Tuesday.



Typhoon

Fabric Care



প্রথম ওয়াশেই কাপড়ের কঠিন থেকে
কঠিনতম দাগ দূর করে।

টাইফুন... লাগে কম, তাই সশ্রয় বেশী।



**Fabric Care -এর
সুপার পাওয়ার**

