



## HOTEL INDUSTRY TALK

# PERSONAL BRANDING FOR HOSPITALITY EXPERTS

WITH LIZETTE CASTANEDA



# DEFINE YOUR PURPOSE



WHAT DO YOU STAND FOR?  
WHAT DO YOU VALUE?  
WHAT DO YOU WANT TO BE  
RECOGNIZED FOR?

CREATE YOUR MISSION  
STATEMENT

# SHARE YOUR STORY

YOUR FOLLOWERS DON'T  
JUST WANT TO KNOW  
WHAT YOU DO - THEY  
WANT TO KNOW WHY  
YOU DO IT.

**BE AUTHENTIC**



# SHOW UP CONSISTENTLY

PICK YOUR PLATFORM  
(LINKEDIN, INSTAGRAM, OR  
BOTH) AND SHOW UP  
REGULARLY. WHETHER IT'S  
SHARING A HOTEL TIP, A  
SALES INSIGHT, OR A  
BEHIND-THE-SCENES  
MOMENT. **LET PEOPLE SEE  
YOUR WORK**





# GIVE BACK

THINK: WHAT WOULD  
HELP A HOTELIER,  
STUDENT, OR SALES PRO  
TODAY?  
**TEACH WHAT YOU KNOW,  
SHARE TOOLS, AND  
UPLIFT OTHERS.**



# BE A CONNECTOR

TAG PEERS, CELEBRATE  
OTHERS' WINS, AND  
INVITE DMS OR COLLABS.

THE MORE YOU  
HIGHLIGHT OTHERS, THE  
MORE YOUR BRAND  
EXPANDS.



# THANK YOU



**LIZETTE CASTANEDA**