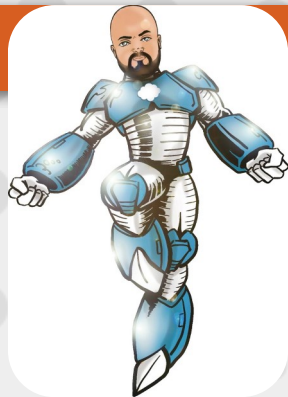


Building Your Personal Brand as Your Business Card

Entrepreneurship Series · Day 5

Thursday, August 27, 2026 · 9:00 AM ET / 6:30 PM IST · @MCLearningCamp

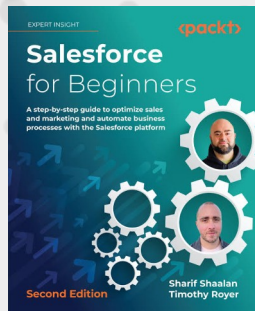




SHARIF SHAALAN

FOUNDER & CEO

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- Sharif Shaalan is the Founder and CEO of Agile Cloud Consulting
- 17 years in the Salesforce ecosystem
- Salesforce MVP Hall of Fame Member
- Author of the Salesforce for Beginners book series

EXPERIENCE /

- Led the Girl Scouts of the USA implementation, the largest Experience Cloud implementation for Salesforce.org at the time.
- Delivered enterprise nonprofit and higher education programs including City Year, ALSAC, Princeton University, NYU Abu Dhabi, ASPCA, and IRC.
- Agile has completed 700+ projects since 2019

CERTIFICATION

10x Certified

Exits are the headline. Visibility is the engine.

WHAT YOU JUST HEARD

Shiv, Andrea, and Anthony walked you through acquisition: the diligence, the term sheet, the number.

Those are real outcomes and they are worth wanting.

What does not fit on that slide is the decade of being known that came before it.

WHAT THIS SESSION IS ABOUT

Nobody gets acquired quietly. Buyers, partners, and operators find you because you were already visible and already trusted.

That visibility is built in public, one week at a time, starting from zero.

This is the part you can start today.



The business card is dead

Your last ten posts are the card.

Personal brand is not marketing. It is distribution. It is the reason a deal, a hire, or a partnership finds you before your competitor knows the opportunity exists.

Every buyer checks you before they meet you. Every candidate checks you before they apply. Every partner checks you before they co-sell.

The only question is what they find.

What We Will Cover

- 1 Intro
- 2 The Five P's: Position, Proof, Publish, Presence, Payoff
- 3 Going global: what changes when your audience is everywhere
- 4 Relationships: the good, the bad, and the downfalls
- 5 Your one action this week

The Five P's

1. POSITION

What are you known
FOR?

Narrow enough that it
excludes people.

2. PROOF

Why should anyone
believe you?

Certs, stage time, writing,
outcomes. In that order.

3. PUBLISH

Are you visible on a
rhythm?

One useful post a week,
held for twelve months.

4. PRESENCE

Which rooms are you in?

Community compounds
faster than any algorithm.

5. PAYOFF

Does any of it convert?

Pipeline, hires, partners,
pricing power.

THE CHAIN

Position without Proof is
noise. Proof without Publish
is invisible. Publish without
Presence is shouting into a
feed.

All four without Payoff is a
hobby.

Position: what are you known FOR?

TOO BROAD

"I am a Salesforce consultant."

Describes a job category, not a person.

Nothing to remember and nothing to refer you for.

SHARP ENOUGH TO REPEAT

"I help nonprofit and higher-ed leaders turn the Salesforce they already own into outcomes a board can see.."

Specific audience, specific problem.

Someone can refer you in one sentence.

YOUR TURN: LIVE

I help _____ do _____ so they can _____.

Drop yours in the chat.

Rule: narrow enough that it excludes people. If it fits everyone here, it is not a position yet.

Proof: climb the ladder in order

1. CERTIFICATIONS

Table stakes.

Proves you studied.

Does not prove you can deliver.

Where most people stall for years.

2. COMMUNITY AND STAGE

Sessions, user groups, Dreamin' events.

Proves you can be trusted in front of people.

Trust is cheapest to earn here.

3. WRITING AND TEACHING

Posts, guides, walkthroughs.

Proves you can think, not just execute.

This is where compounding starts.

4. CLIENT OUTCOMES

The number, the before and after, the reference.

Proves it works.

The only rung a buyer actually weighs.

Publish: cadence beats polish

52 POSTS A YEAR

One per week. That is the entire commitment.

Consistency is itself a credential. Twelve months of showing up outranks any single viral post.

The post you are embarrassed by in month two is the reason month twelve works.

FOUR RULES

Teach one specific thing you did this week.
Not opinions, not motivation.

Publish before you feel ready.

Pick one channel and stay: LinkedIn, YouTube, or a blog.

Reply to every comment for the first year.

Presence: which rooms, and in which countries?

COMMUNITY GROUPS

Show up monthly with no agenda attached. Trust is cheapest to earn where nothing is being sold.

**REGIONAL DREAMIN'
EVENTS**

Cairo, London, India, North America. Speak, do not just attend. One session outperforms thirty posts.

**THE PARTNER
ECOSYSTEM**

Partner managers refer work to people they can picture. Be pictureable in every region, not just yours.

**TRAILBLAZER
COMMUNITY**

Answer in public, where the answer stays searchable long after the thread closes and across every time zone.

**OTHER PEOPLE'S
AUDIENCES**

Podcasts, webinars, guest sessions like this one. Borrowed distribution is the fastest distribution.

YOUR OWN TEAM

A team spread across countries multiplies reach. Their visibility compounds into yours.

Payoff: how visibility became actual revenue

PIPELINE

Inbound that skips the pitch and starts at scoping.

Conversations open from regions where we have never run a campaign.

The cheapest lead is the one that arrives pre-sold.

HIRING

People who join because of what they read, not because of a job post.

A distributed team is far easier to recruit into when candidates already know the firm.

The payoff most founders never count.

PARTNERS

Co-sell conversations that open warm instead of cold-starting.

Partner managers route work to names they already recognize.

Recognition crosses borders faster than a sales team does.

PRICING POWER

Reputation is the only durable reason not to be the cheapest bid.

Everything else can be undercut.

Measure inbound conversations per quarter. Nothing else.

What changes when your audience is not in one time zone

TIME ZONES

Post on the clock of the audience you want, not the one you live in.

A post that lands at 3 AM local is a post nobody saw.

Pick two windows and hold them.

PLATFORM CHOICE

LinkedIn travels. Most local networks do not.

Outside the US, community channels matter more: WhatsApp groups, Trailblazer groups, regional organizers.

Go where people already gather.

LANGUAGE

Write plainly. Idioms and sports metaphors do not translate.

Assume your reader is smart and reading in a second language.

Short sentences carry further than clever ones.

TO NE

Same substance, less swagger.

What reads as confident in one market reads as boastful in another.

Teaching travels across every culture. Self-promotion travels nowhere.

What actually built trust, and what did not

WHAT BUILT TRUST

Showing the work: the real architecture decision and the real tradeoff.

Answering questions in public with no deal attached.

Speaking at events other people organized, in their region, on their terms.

Being wrong in public and correcting it.

Years of consistency, so people could check that I was still there.

WHAT DID NOT

Company announcements and award posts.
Nobody trusts a press release.

Motivational content. Plenty of likes, zero conversations.

Selling in the comments of somebody else's post.

Going quiet for three months and returning with a launch.

Chasing follower count instead of reply quality.

Turning personal relationships into business relationships

THE GOOD

Much of our best work came from someone who knew me before they needed me.

The relationship was not built to sell. It was built because the work was interesting.

Give first, with no scoreboard. The return arrives on its own schedule.

THE BAD

Not every friend should become a client. Some should not.

When the relationship predates the contract, the hard conversations get avoided: scope, price, missed dates.

THE DOWNFALLS

Transactional outreach is obvious, and it burns the relationship permanently.

A deal that ends badly costs you the friend and the referral network behind them.

Three traps that cost most people two years

TRAP 1: PERSONALITY OVER UTILITY

Symptom: motivational posts, quotes over a sunset, no substance.

Fix: teach one specific thing you did on a real project this week.

TRAP 2: BROADCAST OVER CONVERSATION

Symptom: posting and leaving. Treating the feed like a billboard.

Fix: reply to every comment for the first year. Every one.

TRAP 3: BRAND WITHOUT A BUSINESS MODEL

Symptom: followers climbing, revenue flat. Applause is not a channel.

Fix: every quarter, ask what the brand produced: leads, hires, partners.

Five Lines Worth Stealing

- 1 The business card is dead. Your last ten posts are the card.
- 2 Consistency is a credential. Twelve months outranks any viral post.
- 3 Teaching travels across every culture. Self-promotion travels nowhere.
- 4 Give first, with no scoreboard. The return arrives on its own schedule.
- 5 Give away the how. Charge for the doing.

What I get asked most

I HAVE NOTHING TO SHARE YET

Document what you are learning.

Learning in public is content, and it is the most relatable kind.

Start today, not when you feel qualified.

HOW DO I REACH BEYOND MY LOCAL MARKET?

Publish in English on LinkedIn, then show up in one regional community per quarter.

One region at a time beats a global campaign.

Depth in three markets beats a thin presence in thirty.

LINKEDIN, YOUTUBE, OR A BLOG?

Pick one.

The channel matters far less than the twelve months of consistency.

Switching channels resets the clock.

DID AI KILL PERSONAL BRANDING?

AI made generic content free.

Specific, earned experience is now the only moat left.

Write what only you could have written.



Your one action this week

Post one thing that teaches something you learned on a real project. On LinkedIn, in plain English, this week.

Then do it again next week. That is the entire method.

Tag me when you do. I will reply to every single one.

Not next month. This week. The first one is the only one that is hard.

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1. Steve Mo 2. Jeff May 3. Amy Oplinger-Singh & Pop King 4. David Liu 5. Joshua Hoskins 6. Shonnah Hughes
7. Jennifer Lee & Mega Mochi 8. Bill Greenhaw 9. Eric Dreshfield 10. Deepak Anand 11. Stephanie Herrera 12. Cheryl Feldman



THANK YOU!