

# 5BC Personal Branding Packages

*LinkedIn, Professional Biographies, Elevator Pitches and more!*

Introducing 5 Borough Communications' **Personal Branding Packages**. Personal branding is essential in today's digital landscape, and we're here to shape yours. We've got you covered - from LinkedIn optimization to persuasive elevator pitches and professional digital portfolios. Designed with you in mind, our packages cater to professionals at all career stages. Upgrade your online presence, gain a competitive edge, and unlock your full potential with our tailored solutions.

What's Included?	CEO \$2,999	Executive \$1,999	Professional \$999
Digital Audit	✓	✓	✓
Complete LinkedIn Profile Rewrite	✓	✓	✓
Hands-free LinkedIn Update	✓	✓	
Professional Biography	✓	✓	
Elevator Pitch	✓	✓	
Digital Portfolio	✓		

*Tailored to your unique needs, our Personal Branding Packages can be customized and coupled with additional services such as visual identity development and LinkedIn post creation.*

# Authority | Networking | Influence

## Pro

### **Digital Audit**

Our team will review your online presence to ensure brand consistency and identify areas of improvement.

### **Complete LinkedIn Profile Rewrite**

Beginning with a Discovery Call, we will nail your unique value proposition and provide a complete rewrite of your profile. From the headline to banner photo to the About section, all features of your LinkedIn profile will be thoroughly enhanced to ensure your profile effectively showcases your professional competencies.

## Executive

Includes all Professional Tier benefits, plus:

### **Hands-free LinkedIn Update**

When you don't have the time to update your LinkedIn profile manually, our team steps in and does it for you, aligned with your newly improved professional brand.

### **Professional Biography**

We'll write a compelling biography that highlights your professional journey and accomplishments.

### **Elevator Pitch**

Our copywriters will draft a concise, influential pitch that clearly and convincingly describes your professional brand and values clearly and convincingly.

## CEO

Includes all Executive Tier benefits, plus:

### **Digital Portfolio on Squarespace**

Our team will create a visually appealing and professionally structured portfolio website on Squarespace, showcasing samples of your work, your newly polished professional biography, and other integral pieces of your professional brand.

Includes a custom URL and hosting for one year.