

How to Build Your Personal Brand, According to Millionaire Gary Vaynerchuk

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When **Gary Vaynerchuk** speaks about branding, everyone perks up and listens. And for good reason.

Vaynerchuk makes it his business to build businesses -- thriving, multi-million dollar companies. In his early days, Vaynerchuk grew his family wine business from a \$3 million to \$60 million business in just five years. His digital agency VaynerMedia represents brands such as **Pepsi-Co, General Electric, and Anheuser-Busch**. He's an angel investor and venture capitalist, plus a three-time **New York Times** bestselling author and a prolific public speaker. Vaynerchuk is a success story and an inspiration, and that's why people want to hear what he has to say about entrepreneurship, marketing and branding.

Vaynerchuk has recently condensed his real-world knowledge into a course offered by [Udemy](#) called "[Building a Personal Brand](#)." For aspiring thought leaders who want to escape the nine-to-five, the course helps define your passions and strengths, giving you a blueprint for establishing yourself as a brand in your specific interests.

According to Vaynerchuk, building a **brand** is a tough road to travel. But if you bring the grit and passion, he'll bring the framework and motivation in this two-hour course, complete with practice exercises to help you make a name for yourself.

Vaynerchuk's students walk away from his course knowing these five key ideas:

- How to uncover your strengths and go all in
- How to tell your story in a captivating way

- Understanding platforms such as Facebook, Twitter, Instagram, and more
- Engaging with your audience
- Building brand awareness

For entrepreneurs wanting to effect change, Entrepreneur.com readers are being offered a special discount on this course now through the end of July. Enter promo code: [ENTREPRENEUR30](#) to get an additional 30 percent discount. If you're interested in escaping the nine-to-five, this course might be a good place to get started.

Udemy offers even more for entrepreneurs. Start your next course in coding, social media marketing, or business motivation today.

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