

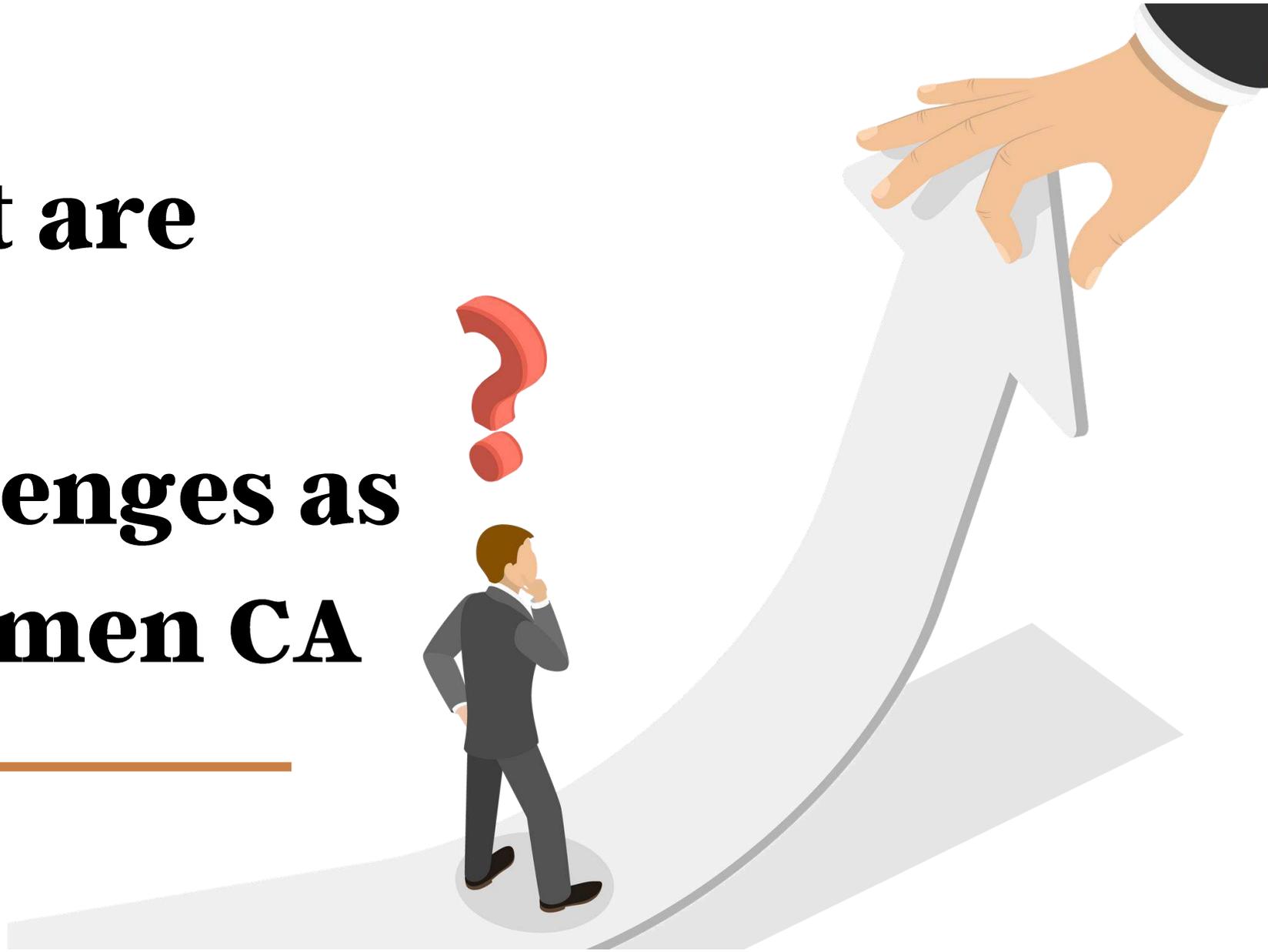


Personal Branding for Women CA's

CA Parinita Adukia



What are your challenges as a Women CA



22%



WOMEN CA



India's President Droupadi Murmu expects the percentage of practicing women chartered accountants to be over 50% by 2047, the time when the country would mark 100 years of its independence.



**W
O
M
E
N**



INTRODUCTION

Hi,

I am _____, a practicing Chartered Accountant.

I work with _____, (stakeholders)

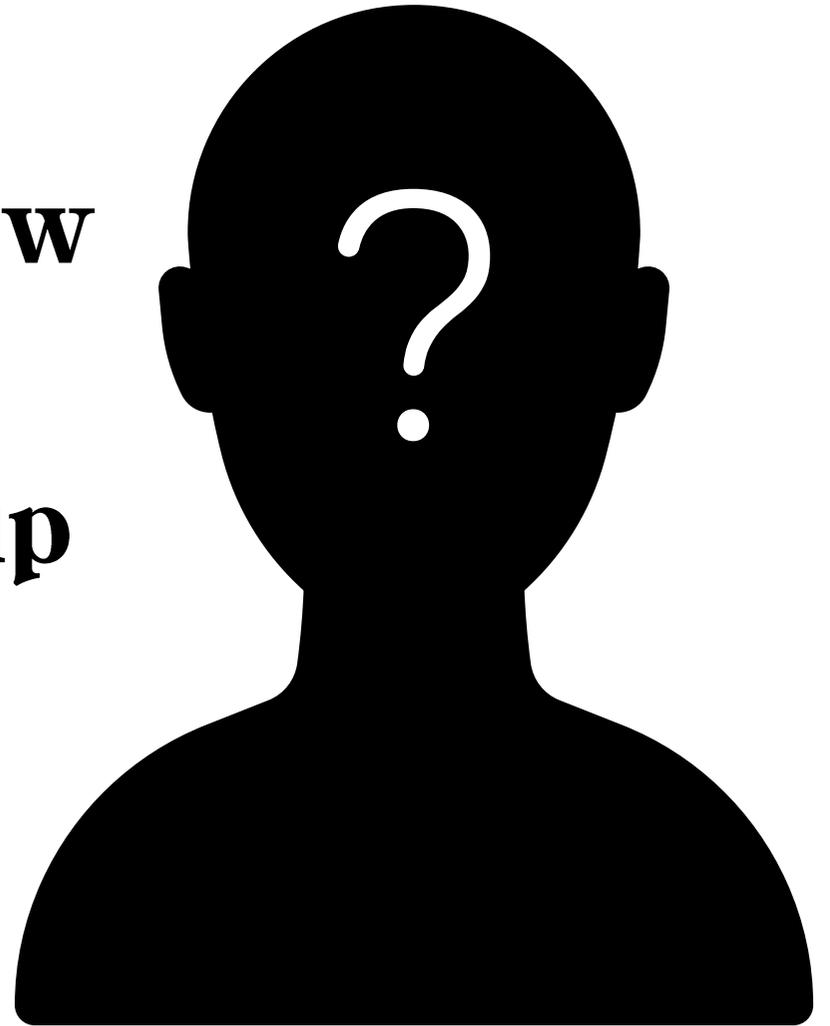
From _____ (industries) and

Provide them with _____ (services)

and what sets me apart is _____ (value you bring)

1) does your intro show you as a leader?

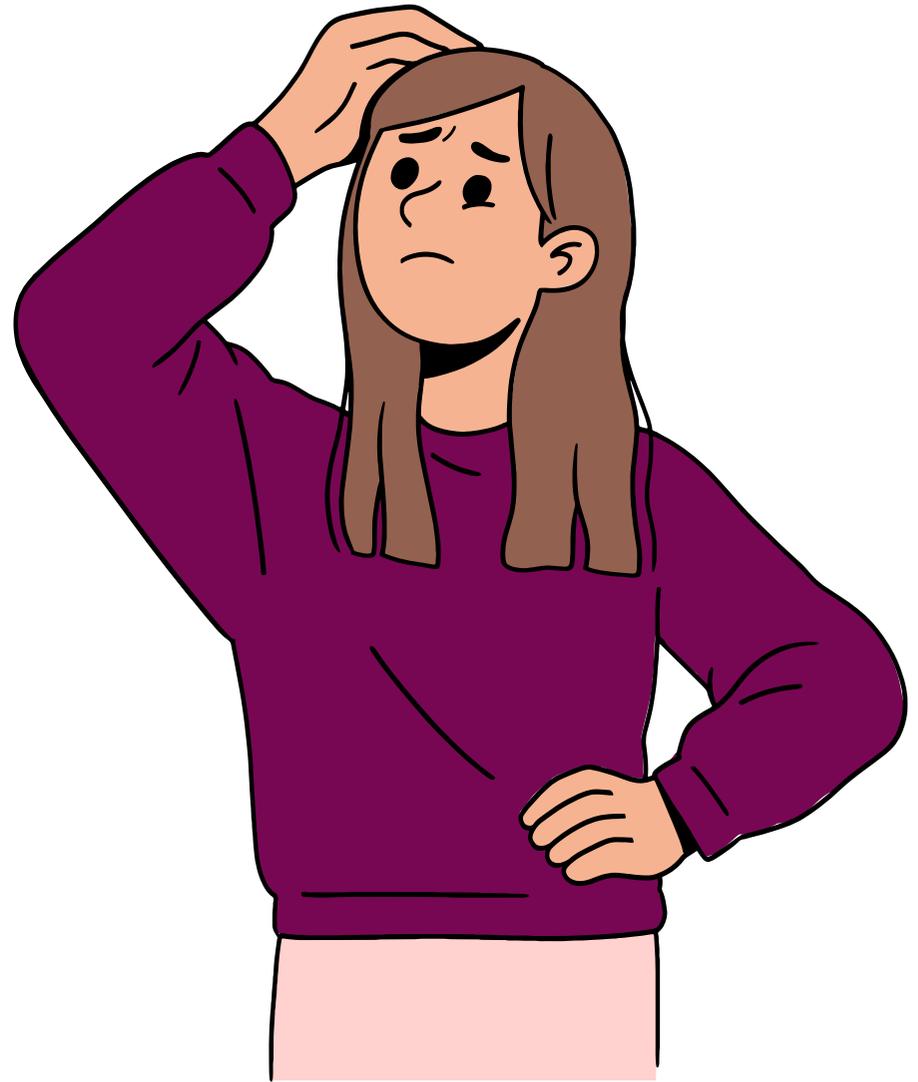
2) What are leadership traits?





Marketing

**Do you think
CAs can
Market??**



MARKETING

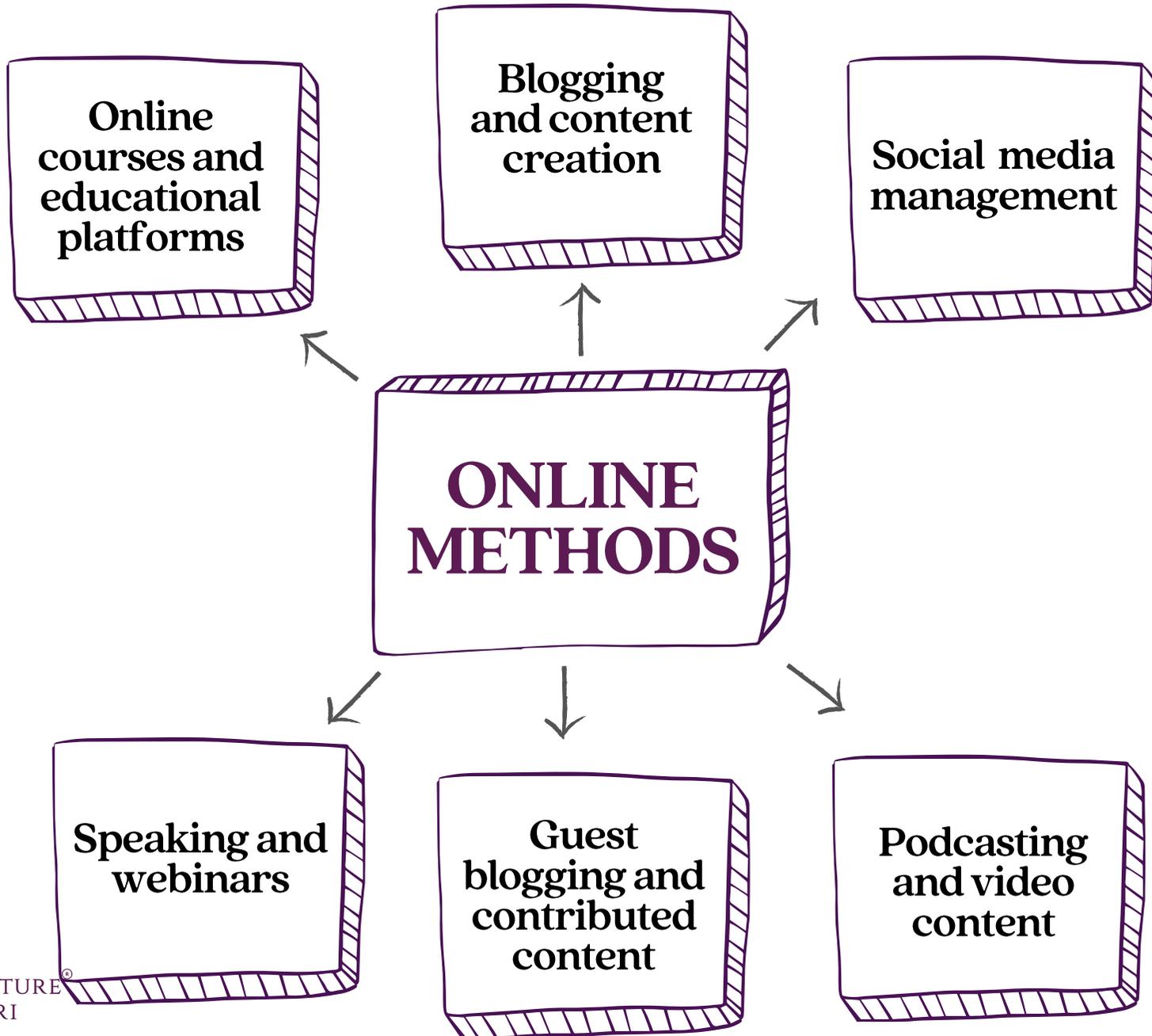


Offline

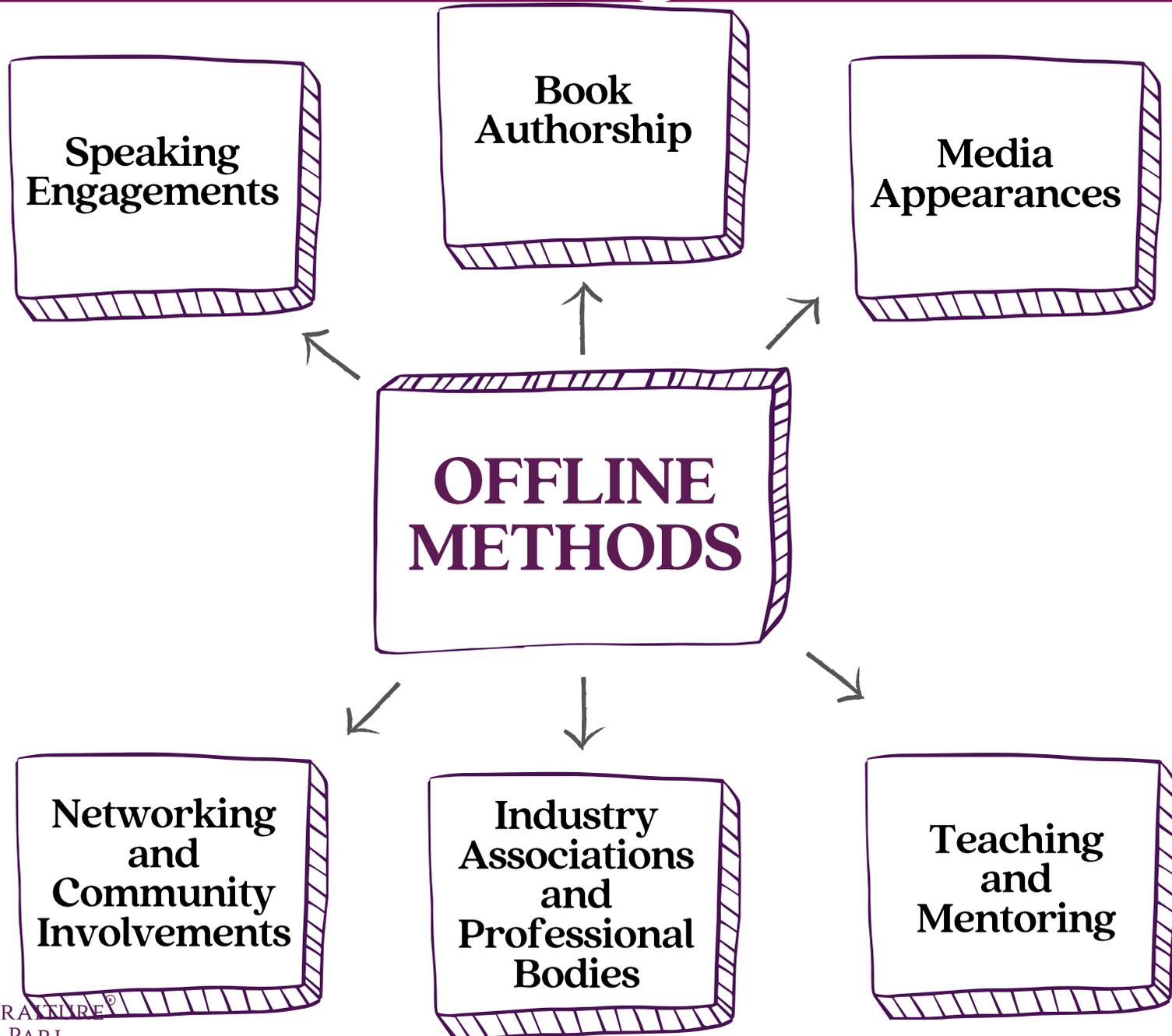


Online

Online Marketing



Offline Marketing



EBOOK - CANVA + CHATGPT / GEMINI

What will you design today?

Your designs

Templates

Canva AI

Q ebook



Category

Style



NEWSLETTER

Your designs Templates Canva AI

newsletter

Category Style



**What steps will
you take to
market yourself?**

**write - 1 offline
1 online method**



Importance of LinkedIn

Global reach

Network with peers

Reach Target Audience

Build a Brand

Ethically market



Lets build our LinkedIn?

Profile- Headline

About

Posting



ORDER NOW BY SCANNING



#personalbranding



CA Parinita (Agarwal) Adukia

Author/ LinkedIn Top Voice/ HR recruitment / Training CA firm partners / Helping Chartered Accountants Ethically brand themselves and  clients  LinkedIn Management  Coached 28000 + 
Podcast

Mumbai, Maharashtra, India · [Contact info](#)

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27,592 followers · 500+ connections



Portraiture



The Institute of Chartered Accountants of India



CA Parinita Adukia ✓ • You

Author/ LinkedIn Top Voice / HR / Training CA firm partners / Help...

3 years ago



I have written an E-book for Chartered Accountants on
"5 ways CAs can build their Network"

If you wish to receive a copy, leave your EMAIL ID in the comments.

Here is the link to download the eBook.

<https://lnkd.in/dxnNHPiG> ✓

Please download and it and go through it. Please share your feedback too.

Let's grow our Network.

[#accountants](#) [#network](#) [#CA](#) [#ebook](#) [#growth](#) [#personalbrandingcoach](#)
[#digitalmarketing](#)

203

1,051 comments · 7 reposts

Monday	Tuesday	Wednesday	Thursday
Personal	Tagging		Current/ me
Question /poll	Technical points	photo	Opnion
photo	text/photo		Video/ mem
	2	3	4
		nagpur get together announce	nagpur getto
	9	10	11
E book - entrepreneurs nnc email	photo - of training of sales cover 1 major issue - upselling arey how to get new clients ? no one changes cas so easily	nagpur session - photos	open weniar
	16	17	18
ning Other than technical departments sales/ bd hr learning IT	5 types of posts you can do c as a CA	1 tip - how a firm can grow - LAUNCH SALES COURSE	BTS video o
	23	24	25
n o	5 unique things you can write about a special branding batch -	what reputation amangement	some eg of m

**Send a email on
portraiturepari@gmail.com
and I shall send a sample content
calendar specifically designed
for CAs**



Networking

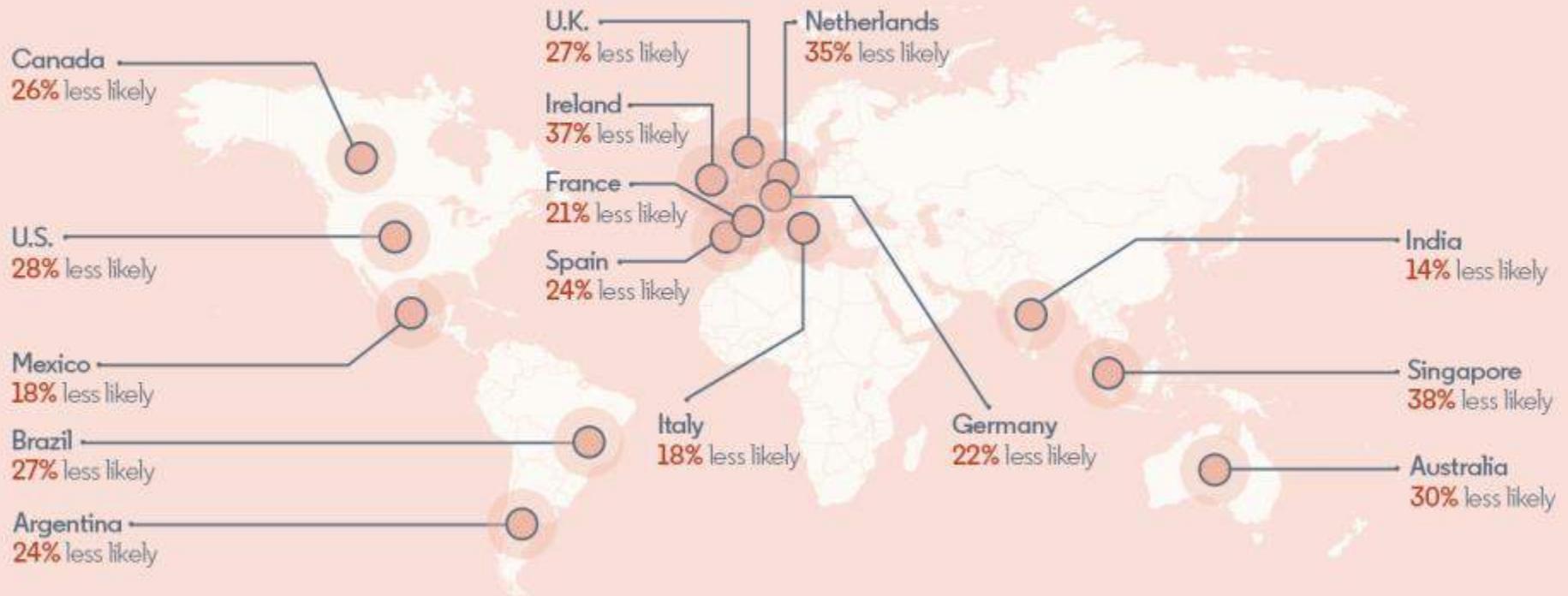


Women CAs
Dont network



Women are less likely than men to have a strong network

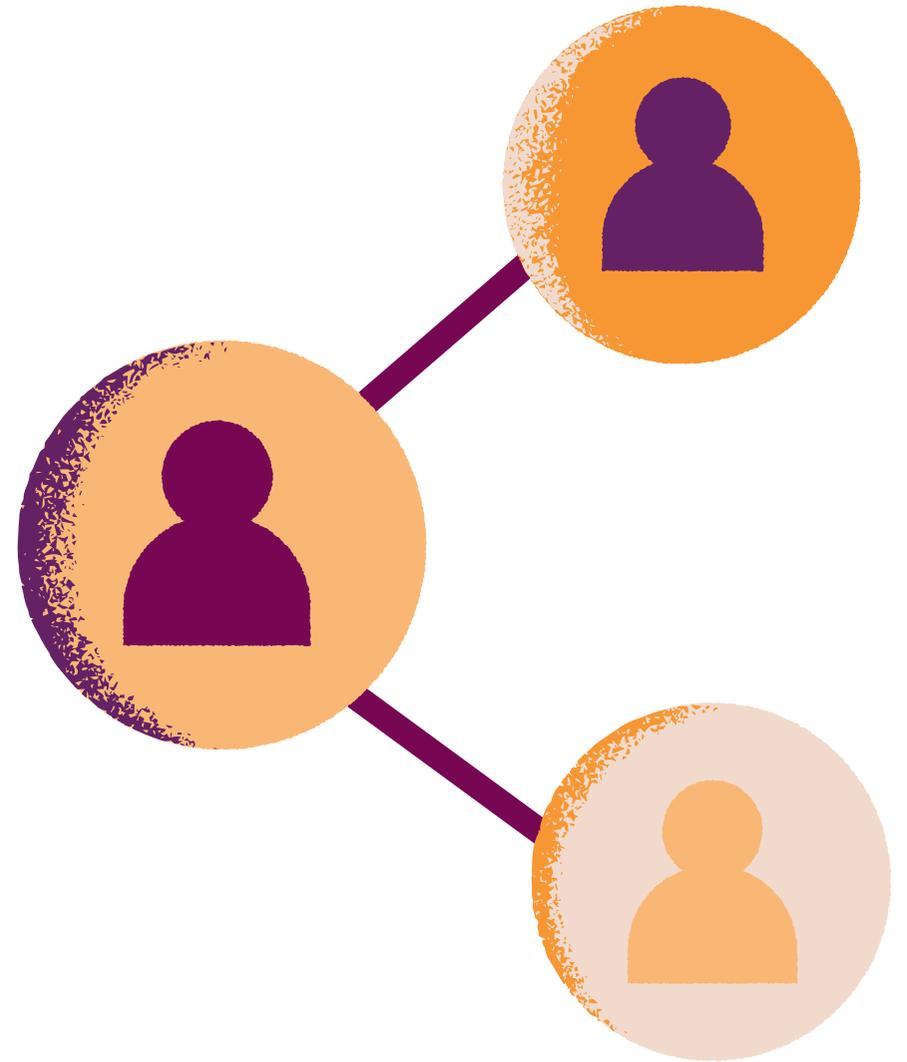
Women around the world are 14% to 38% less likely to have a strong network — one that's both large and diverse.



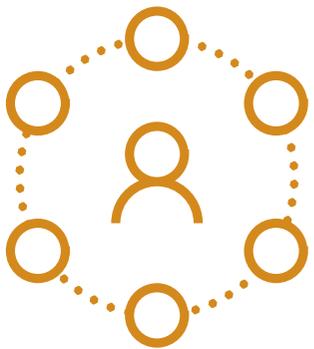
Source: Based on LinkedIn data.



What is Networking ?



NETWORKING



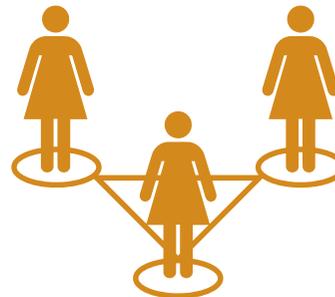
Professional Network



Family network

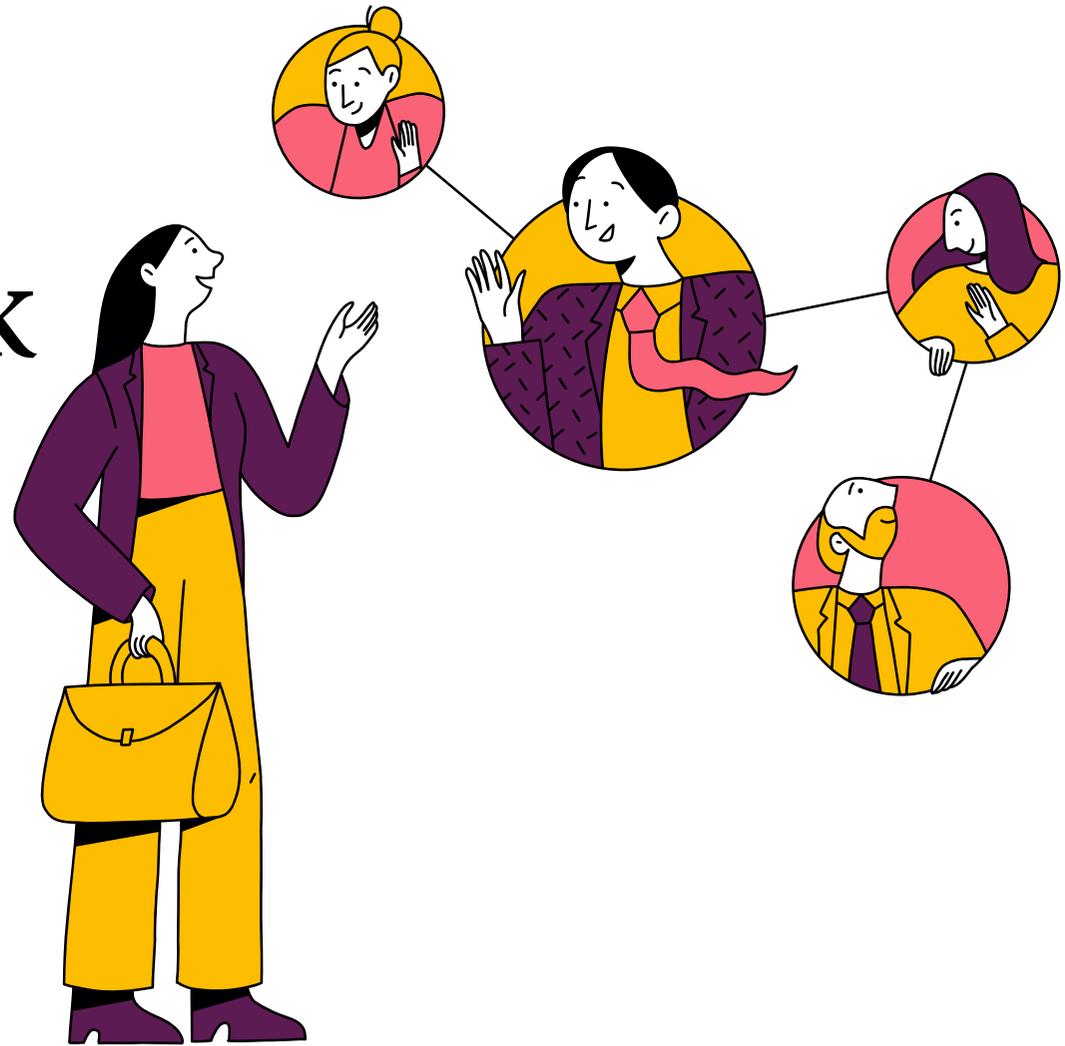


Social network



**Clubs/ Groups/
Professional groups**

**Do you network
To get
Work??**



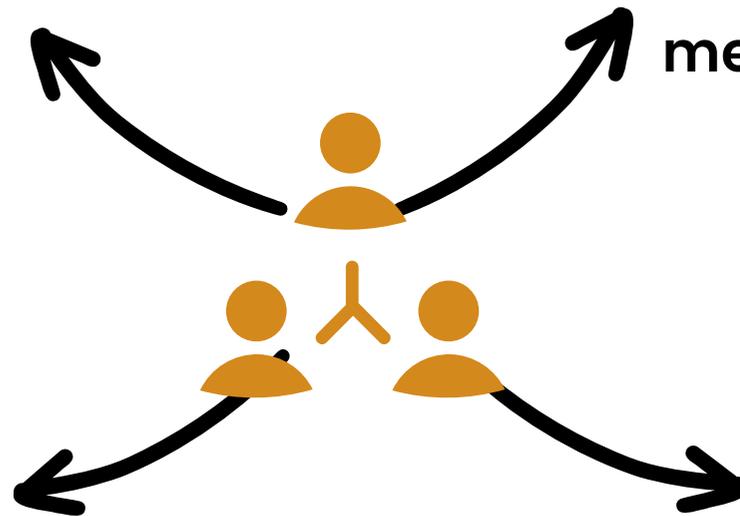
NETWORKING

Introduction

Connected on Social media

Post networking steps

Stay connected



**Have you joined
any networking
group or meet up
people often to
network?**



**Talk to 3
people
Everyday!**

**New
Existing
FnF**



**Do you have a CRM or
any lead tracking
mechanism?**

**I do it over excel or
you can use
Zoho Bigin**



Build 5 good

Connects

Today! -

**Use the structure of
introduction and later
use that to build 5
connects today**



- Dashboard
- Topics
- Availability
- Bookings
- Branding
- Settings



Parinita Adukia

Chartered Accountant (CA) India parinitaadukia@outlook.com

Founder and Consultant

Basic

Plan

Custom Domain

Social Media

Holidays

Meeting Setting

Booking Setting

Reservations

Profile Details

Picture



Allowed file types: png, jpg, jpeg, and maximum size is 512KB.



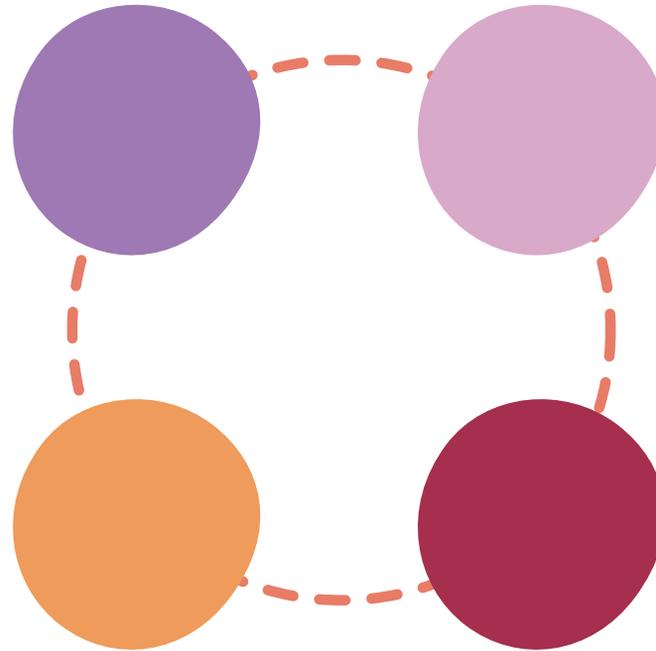
Outfits

**In your
communication
55% impact comes
from your outlook**



**How people will
React to you**

How you dress



**Your actions &
Behaviour**

How you feel



**Does your outfit
Make you stand
out?**

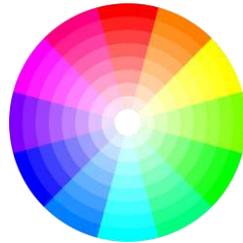




ELEMENTS IN OUTFIT



Design and Fit



Colour

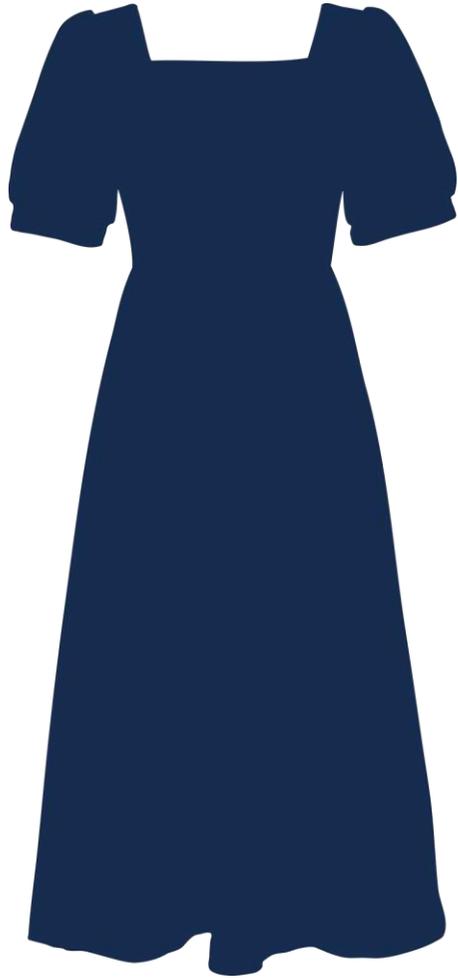


Fabric

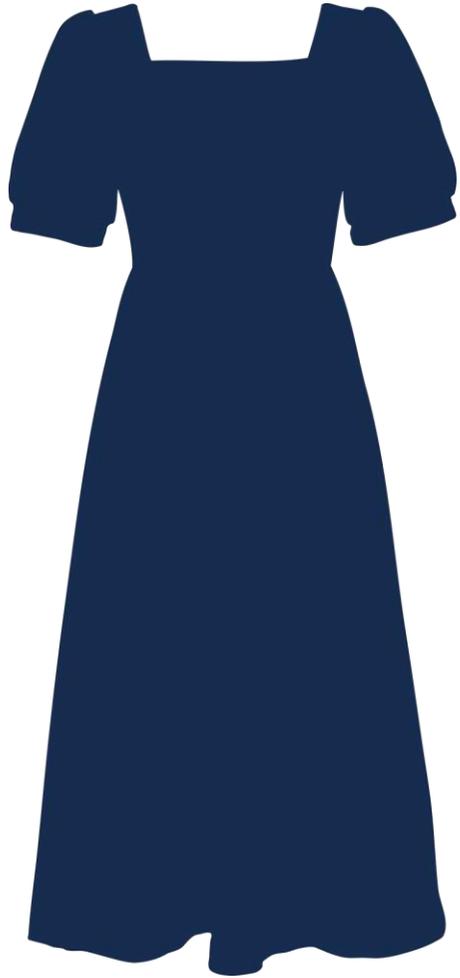


Accessories

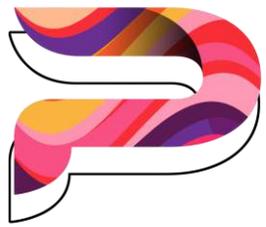
Importance of Solids over Prints



Importance of Loose fits v/s Proper fit



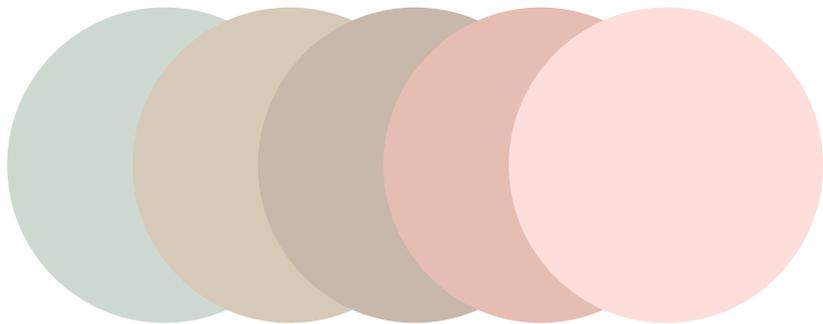
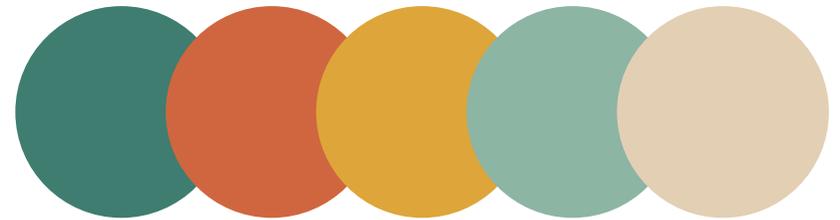
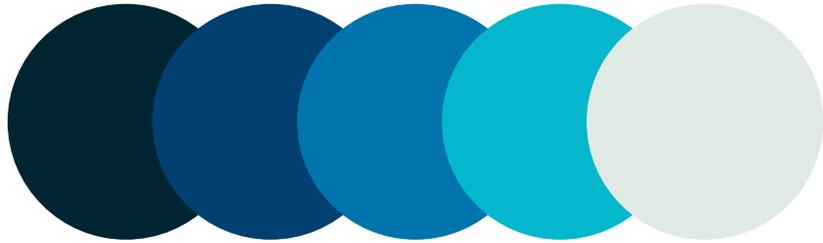
Importance of colours



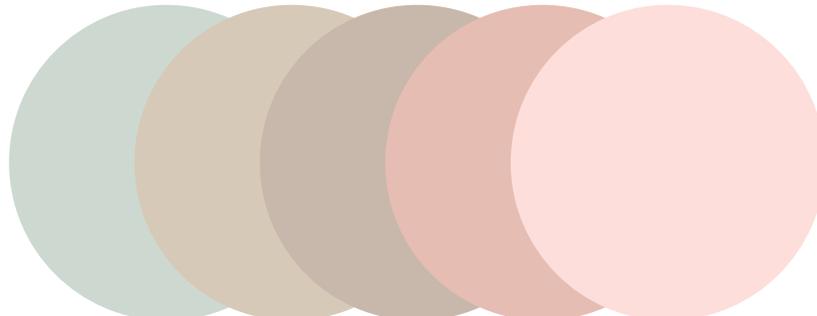
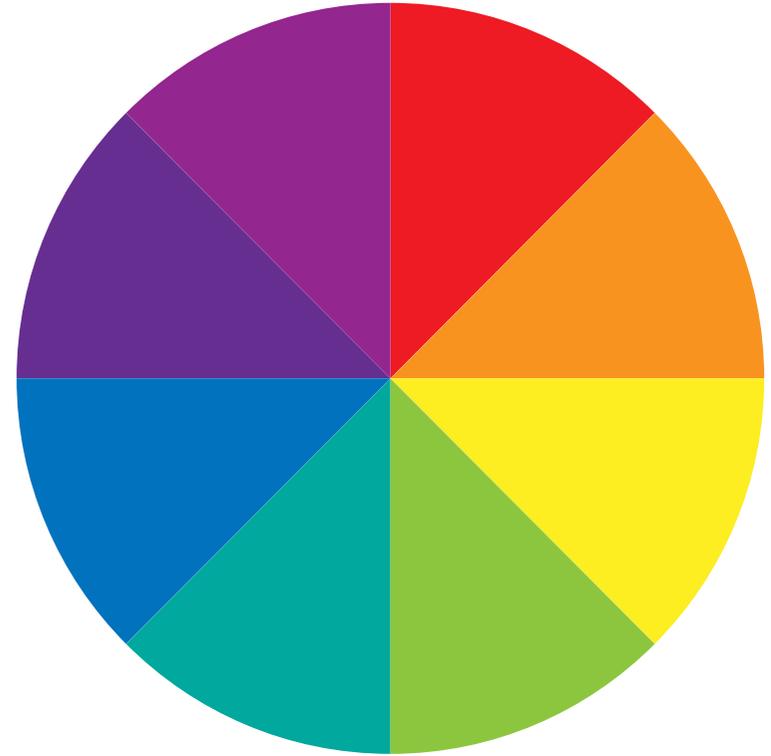
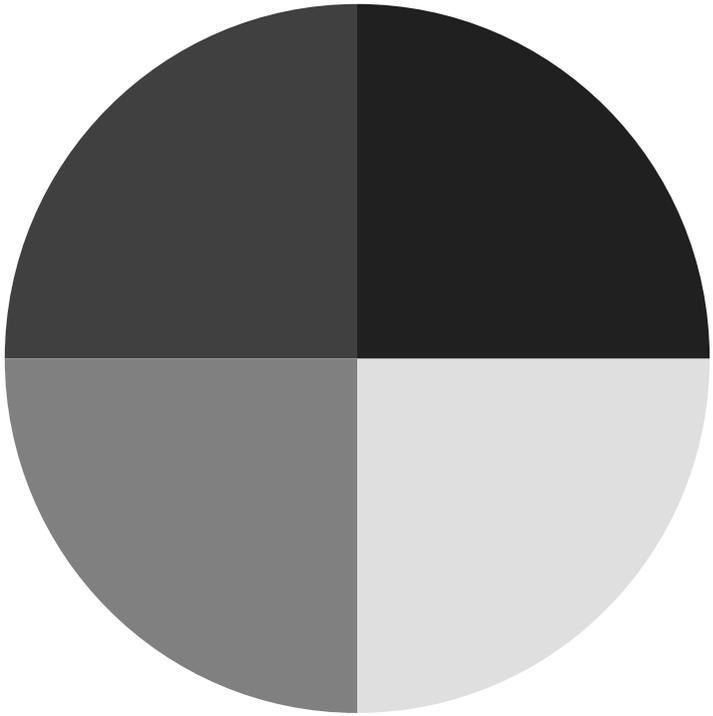
PORTRAITURE[®]
BY PARI



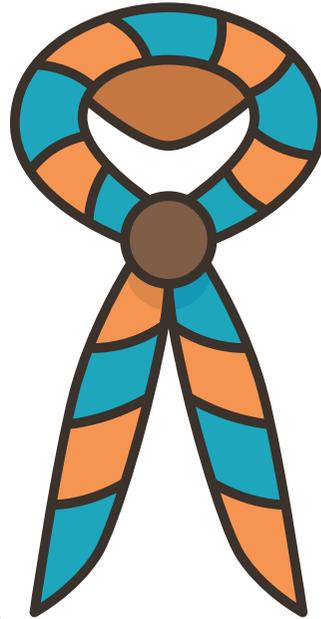
Importance of colours contrast



Importance of colours contrast



Importance of Accessories and Layering



Importance of Styling



**1 change/
Addition will you
make in your
existing outfit**



- 1) Introduction
 - 2) 1 element in outfit
 - 3) Marketing - choose 1 online and offline method
 - 4) LinkedIn presence
 - 5) Talk to 3 people everyday
 - 6) Make 5 connects in any networking event
-



E - BOOK

Creating a community on social media

EMAIL ADDRESS

portraiturepari@gmail.com





**To all the women out
there,
remember you are
special.**

**Happy
Womens
Day**



GET IN TOUCH

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WEBSITE

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THANK YOU

