

Level Up Your Digital Presence

**How to be discoverable, credible,
and confident online.
No tech skills required!**

By **Ammar Ihsan Nasution**



Introduction

Hey there! 🙌 Welcome to your playbook on leveling up your digital presence. This isn't a boring guide, it's fun, practical, and for anyone, tech-savvy or not.

We'll cover everything from being discoverable online, crafting a personal brand, building credibility, showcasing skills, leveraging AI, and growing your network. Think of it as a roadmap to get noticed, trusted, and remembered.

We'll also include exercises, tips, and resources so you can start taking action immediately!

Tip: Keep this ebook handy and treat each section as a mini-challenge for your digital growth.



Step 1: Make Yourself Searchable

Before people notice you, they need to **find you**. A solid digital footprint is your first impression.

- Google your name, what comes up?
- Claim your username across social platforms
- Create a simple profile with a photo, bio, and links to your work
- Make sure all public content reflects your professional story

Mini Exercise: Google yourself and list 5 things you want people to see first.

Pro Tip: Having a personal website or profile like MyProfile.my makes you much easier to find and improves AI-readability for the future.



Step 2: Build Your Personal Brand

Your personal brand is your story, what makes you memorable and unique.

- Highlight your strengths and passions
- Share your achievements or fun facts
- Keep a consistent tone and style across platforms
- Create content that reflects your personality
- Use visuals like photos, infographics, or videos to stand out

Mini Exercise: Write a 2–3 sentence bio that feels like "you", casual but impressive!

Tip: Your brand doesn't need to be perfect, just authentic and consistent.



Step 3: Organize Your Online Life

Organization ensures your presence is tidy, credible, and professional.

- Update all profiles with recent photos and bios
- Use a portfolio or showcase your work/projects
- Archive old or irrelevant content
- Plan posts or updates strategically
- Group achievements into categories for clarity

Exercise: Select 3 platforms and update them with your latest achievements, photo, and bio.

Bonus: A well-organized online presence is easier for AI tools to discover and recommend you.



Step 4: Use AI (Without Fear)

AI can help you work smarter, save time, and improve quality, no coding needed!

- Draft content for posts, resumes, and bios
- Generate ideas or improve writing
- Organize tasks, reminders, and schedules
- Discover resources for learning and growth
- Analyze your online presence and get improvement tips

Mini Exercise: Use an AI tool to enhance your LinkedIn bio and compare before vs after.



Step 5: Showcase Your Skills & Achievements

Highlighting what you can do builds credibility and trust.

- Create an online portfolio or project showcase
- Share stories of projects, results, and lessons learned
- Add visuals like screenshots, graphs, or infographics
- Use structured sections to make achievements easy to scan
- Link to live work or platforms (MyProfile.my, apps, etc.)

Exercise: Pick a recent project or achievement and write a 3–4 sentence story about it.



Step 6: Grow Your Network

Connections amplify your presence.

- Engage genuinely with people online
- Comment thoughtfully on posts
- Share useful content to your audience
- Attend webinars, meetups, or virtual events
- Maintain relationships and follow up

Exercise: Reach out to one professional and send a friendly intro message this week.

Step 7: Keep Learning & Evolving

Continuous growth ensures your digital presence stays relevant.

- Set aside 30 mins weekly to learn or update profiles
- Try new tools or platforms
- Reflect on what's working and adjust
- Follow thought leaders and AI innovators
- Document lessons learned and improvements

Exercise: Create a simple weekly plan for your digital growth.

Even small steps compound over time — your online presence grows like a garden! 🌱



Bonus Resources

- [MyProfile.my](#) — AI-ready professional profile platform
- [Google Play Android Apps](#) — productivity & learning tools
- [Author's Blog](#) — insights & tips from Ammar Ihsan
- [Canva / Figma](#) — create visuals & portfolios
- [ChatGPT / AI Writing Tools](#) — improve content



About the Author

Ammar Ihsan Nasution is an AI-driven technologist, product builder, and digital ecosystem architect. He holds a Master's in Information Technology from IIUM and is the developer of [MyProfile.my](#).

He also leads Glowwe, Malaysia's #1 skincare education channel with 300k+ YouTube subscribers and 100k+ TikTok followers. Ammar's philosophy is simple: build systems that think, scale, and matter.



Get in Touch / Questions

If you have questions, feedback, or ideas, reach out to Ammar:

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Tip: Send a quick hello or a question. I love hearing from readers!