

You're Certified. Now What?

1. Put your designation logo on everything: business cards, social media, LinkedIn, email signatures.
2. Let your boss and HR know. They'll appreciate your hard work.
3. Update your elevator pitch. You're an industry expert, so let your clients know.
4. Draft a blog post or article and share it with *PPB* and other industry publications.
5. Publish the press release provided by PPAI.
6. Don't stop learning, continue your education and stay certified.



Visit ppai.org/certification for more information.