

PERSONAL BRANDING 101

A personal brand wraps up your skills, accomplishments, and unique story into a package for employers and recruiters, that is both easy to understand and remember. When most of your competition has similar qualifications as you, a successful personal brand can help you stand out.

This worksheet package helps you with 3 key aspects of creating a personal brand. Follow the prompts in this worksheet package to get started.



Build Your Story



Craft Your Brand Statement



Audit Your Online Presence



Build Your Story

A strong personal brand starts with self-reflection. Consider all your past accomplishments, experiences, and strengths to discover your core values. Use the questions below to outline your thoughts.

What are your career interests?

What are 3 hard skills you can bring to an employer or recruiter?

What are 3 soft skills you can bring to an employer or recruiter?

What are 3 things that make your career journey unique?



Craft a Brand Statement

Using the information above, craft a brand statement that communicates your core values, unique skills and experiences. Here's an example:

"I help production facilities streamline their processes so that they can minimize waste and boost their profits."

Version 1

Version 2



Audit Your Online Presence

Have you looked up an employer or organizations as part of your research and interview prep? Employers are doing the same with candidates.

Use the checklist below to sharpen your online presence.

Checklist:

- I have an ACTIVE LinkedIn profile
 - My profile photo is current and professional
 - My summary is relevant to my current career goals
 - I connect with at least 5 new contacts a week
 - I share at least 2 articles or thought pieces a week
 - I engage with my connections' posts
- I stay consistent with design across your social media platforms (and website)
- I participate in webinars, workshops, and/or events to bridge my online presence with face to face (or virtual) interactions
- All my social media profiles have the appropriate security features turned on

This is just the beginning. Return to this worksheet periodically as your career goals continue to change. Book some time with our career coach to review this worksheet together.

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