



PERSONAL BRANDING 101

Basics of creating your Personal Brand

Your Brand is
about bringing
WHO YOU ARE
to **WHAT YOU DO**
and **HOW YOU DO IT**



PROFESSIONAL HEADSHOT

A picture says 1000 words



RESUME

Professional, powerful, up-to-date



SOCIAL MEDIA FOOTPRINT

Reflect your brand. Keep it clean.



BUSINESS/CALLING CARDS

Put your best foot forward in Interviews,
Business Events, Networking Events

"Your personal brand is a picture of you that someone carries with them forever.

It is what people say about you when you leave the room"

Cathi Fallon
Etiquette Institute of Ohio

PROFESSIONAL HEADSHOT

Headshots are often overlooked as part of your personal brand. A well done image helps tell the story of who you are.

YOUR RESUME

First impressions matter. Think of your resume as a marketing tool. It shows your education, skills and work experience.



SOCIAL MEDIA FOOTPRINT

A professional LinkedIn profile is a must and often the first place employers look for potential candidates. Keep your profile updated at all times and consistent with your resume. Use your professional headshot. Add recommendations from past employers, mentors, supervisors and even direct reports.



All social media content should be clean. Remove inappropriate content to include explicit language, lewd images or intoxicated behavior. Many potential employers check your social media before the interview. A good social media footprint will set a positive impression.

BUSINESS/CALLING CARDS



Business or calling cards are part of your introduction and make a favorable first impression. While they may seem old fashioned in a world of smart phones, a business card shows that you are a professional.

OPPORTUNITIES DON'T

HAPPEN,

YOU CREATE THEM.

CHRIS GROSSER

WHAT ARE YOUR STRENGTHS

The Clifton Strengths book is available on my site www.runninggreatstores.com (amazon affiliate link) on the Recommended Reads page.

WHY CLIFTON STRENGTHS

The online assessment helps you identify and maximize your strengths by exploring how you think, feel and behave.

WHAT IS IN IT FOR ME

Research shows people who use their strengths are:

- More engaged at work
- More productive in their roles
- Happier and healthier

(Source: Gallup.com)

HOW DO I USE IT

By knowing your strengths, you will be able to:

- Explain who you are to others
- Improve your self awareness
- Improve your performance

1

BE POSITIVE

Your attitude is contagious.
Be a light in a dark world.

2

HAVE A MENTOR

A mentor will boost you, provide support, an unbiased perspective and can help you move your career in the right direction.

3

LIVE YOUR BRAND

Actions speak louder than words is never truer than when you live your brand. Your brand is your reputation.

4

FAIL FORWARD

Don't be afraid to fail. If something doesn't work, tweak and try again. If you wait for perfection, you may never start.

Success is not final; failure is not fatal; it is the courage to continue that counts.

Winston Churchill