

BUILDING YOUR PERSONAL BRAND



Career Prime

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What Does Personal Branding Really Mean?



“Your brand is what other people say about you when you’re not in the room.”

~Jeff Bezos, Amazon



What Does Personal Branding Really Mean?



Personal branding is the **conscious and intentional effort** to create and influence **public perception** of **an individual** by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.



You As A Product...



We all have attitudes and beliefs about brands based on our experiences. The strongest brands are:

- Powerful
- Authentic
- Consistent
- Visible
- Valuable



The same qualities apply to personal brands.



Why Is Your Personal Brand Important?



We now have greater control of our own destinies.

- With that comes increased responsibility and competition.

To get ahead, we must manage the impressions others have of us.

With a strong brand, you:

- Differentiate yourself from others.
- Maximize your career potential.



WHAT IS YOUR CURRENT BRAND?



Ask Yourself...



What makes you special?

- What are your greatest strengths?
- What differentiates you from others?

How does your uniqueness translate to value?

- What are your most significant accomplishments?
- What do people come to you for?



What do you want to be known for?

- What do you want others to think when they hear your name?



Get Feedback



Is the perception of others consistent with your perception of yourself?

- Talk to trusted colleagues
- Use 360-degree surveys, if possible
- Review past performance reviews



HOW DO YOU STRENGTHEN YOUR BRAND?



Determine...



- What is your goal?
- Who is your target audience?
- How does your current brand position you to achieve your goal?
- Do you need to make any changes?



Make Relevant Adjustments



● Fill gaps

- Education
- Experience
- Relationships

● Begin to act the part

- Introduce yourself
- Speak the language
- Share your story



Showcase Your Brand



- Build influential relationships
- Get involved in cross-functional projects
- Use volunteering to strengthen or develop skills
- Take on a leadership role in a relevant organization
- Start a website or blog



HOW DO YOU LEVERAGE SOCIAL MEDIA?



Choose Your Platform(s)



- Who is your target audience?
- Which social media platforms do they use?
- Options include:
 - Blogging
 - Wordpress, LinkedIn publishing platform, etc.
 - Microblogging sites
 - Twitter, LinkedIn, Facebook, Google+, etc.
 - Video & audio sites
 - YouTube, podcasting, SlideShare
 - Image posting
 - Instagram, Pinterest, Twitter



Establish Your Value



- Maximizing your brand through social media requires bi-directional engagement.
- What do you have to offer?
 - Your own content
 - Curated content
 - Feedly.com aggregates news sources
 - Engagement
- Make deeper connections.
 - Connect offline



Create a Social Media Plan



- Commit to consistent activity.
- Manage your time.
 - For example, spend 15 minutes per day on social media activity.
- Use automated scheduling tools.
 - Hootsuite, TweetDeck, etc.
- Track your activity.



HOW DO YOU MANAGE YOUR BRAND?



Be Proactive



- Promote your accomplishments.
- Maximize your participation in meetings and groups.
- Communicate effectively.
- Stay relevant.



Be Strategic



- Choose your associates wisely.
- Have a positive attitude.
- Dress and act the part.
- Maintain a professional image online.



QUESTIONS



Our Services



Career Prime is a full service content and documentation agency.

INDIVIDUALS	BUSINESSES
<ul style="list-style-type: none"> - CV Writing - Professional Biography - LinkedIn Optimization - Thesis /Dissertation - Apply4ME 	<ul style="list-style-type: none"> - Business Profile - Business Plan - Business Proposal - Quality Manual, SOPs, and other process documentation - Web Content Creation - Paper Digitization



Contact



Visit: www.careerprime.net

Email: info@careerprime.net

Telephone: +234 806 046 4203

