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# PROFESSIONAL PRACTICES

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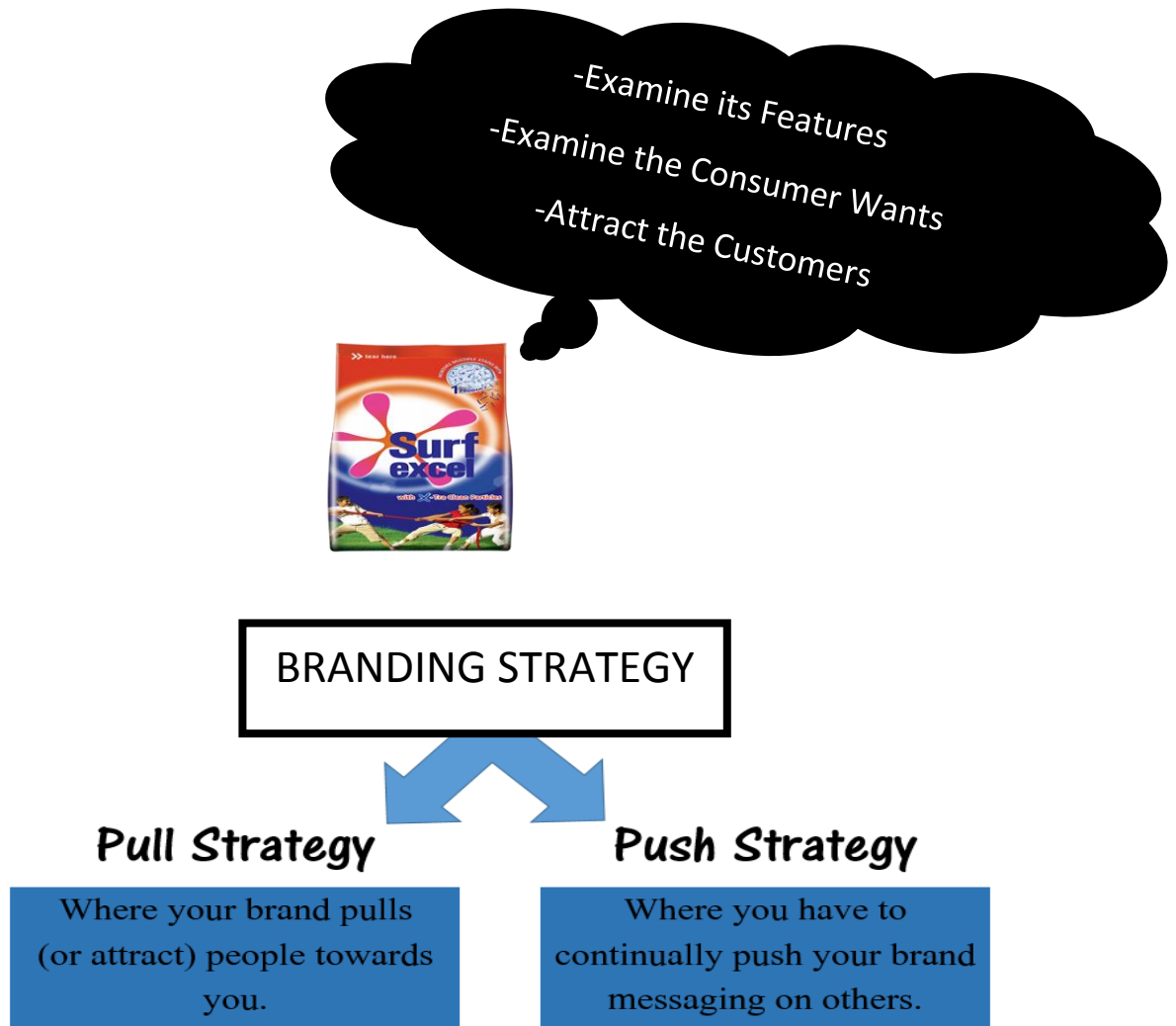
## Report



***Topic: Branding Yourself for Success in Career/Job***

## WHAT DOES BRANDING MEANS?

The process involved in creating a unique name and image for a product in the consumers' mind!



## PERSONAL BRANDING:

Personal branding is the practice of people marketing themselves and their careers as brands.

*You have a degree in economics, Software Engineering or marketing.*

*Great!*

*But, so does everyone else in your applicant pool.*



## YOUR PERSONAL BRAND ALREADY EXISTS!

### WHAT SETS YOU APART?

#### Analyze:

- What is your awe-inspiring story?
- What are your deeply rooted passions?
- What are your unreal personal achievements?
- What is your distinctive vibe?
- What are your unbelievable skills?

### WHY DEVELOP YOUR BRAND?

- It highlights your passion
- Helps you focus your vision
- Reach and engage your audience

Your brand is what people say about you when you're not in the room!!

### HOW TO BRAND YOURSELF

#### STEP # 1: Examine Yourself

- Who are you?
- Where do you belong?
- Who is your Family?
- What are your hobbies or interests?
- What do you want to be in your life?
- What do you want to do?
- What are you doing for your living?

#### STEP # 2: ATTIRE

Your wardrobe says a lot about you.

What you wear can inform passersby of your type of employment, as well as your ambitions, emotions and spending habits.

#### STEP # 3: THE WAY YOU SPEAK

The words represent your thoughts. The closest one person can get to understanding of another person's thoughts is to **listen to the words** that he or she speaks or writes. Certain words reflect the behavioral characteristics of the person.

They do provide insights into a person's thought process & behavioral characteristics.

A firm handshake, professional attire, and sound credentials are the makings for a good impression. Well today that is no longer enough.

## **STEP # 4: DEFINE YOUR BRAND & BECOME AN EXPERT**

Take the time to do some soul searching and determine exactly who you are and what makes up your brand. Use words such as collaborative, resourceful, flexible, forward-thinking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine and/or accessible to describe your persona, culture, and outlook. You should focus on becoming an expert in your field. Avoid establishing an expertise that's irrelevant to your mission, goals, and vision.

*For example, if you know corporate tax accounting, it's probably not wise to brand yourself as a personal financial expert. Yet, remember that people want to hear about the professional you, but they also want to understand your personality. Don't be afraid to inject your personality into the conversation.*

## **STEP # 5: ESTABLISH A PRESENCE**

Encourage people to join your email list, like you on Facebook, follow you on Twitter and otherwise connect with you to continue the conversation.

Showcase your personal brand with social media. The best way to do this is through the power of social media. Several times a day on Twitter, several times a week on Facebook, you need to be actively engaged with your tribe. It takes 1 minute for people in business world to search you & decide whether to do business with you or not!

*This can be a very powerful tool if your online profile represents a strong and clear image of you and build credibility around your name.*

## **SOCIAL MEDIA MARKETING TIPS**

- Be authentic
- Share useful content regularly
- Schedule posts
- Reuse content on multiple platforms
- Promote others

## STEP # 6: THE 3 C's OF BRANDING

1. Clarity
2. Consistency
3. Constancy

Be clear in who you are and are not. Don't sugar-coat your qualifications. Express your brand across all communications mediums. Determine where you want to fit in (industry and niche area of expertise) & then remain visible to your target audience.

## STEP # 7: UNDERSTAND YOUR VALUES

Every person has values. They have belief system that delivers every decision they make, the way up, the way they act in the world. *You don't manufacture your brand, it is extracted by the soul.*

What you believe? What are your values? Write them down.

End of the day share 5 to 10 believes & values, what would they be?

That is the powerful stuff, when you get down to the core of what makes you think how you operate or the kind of things you've learned throughout your life. Getting to that foundational level of values will change everything.

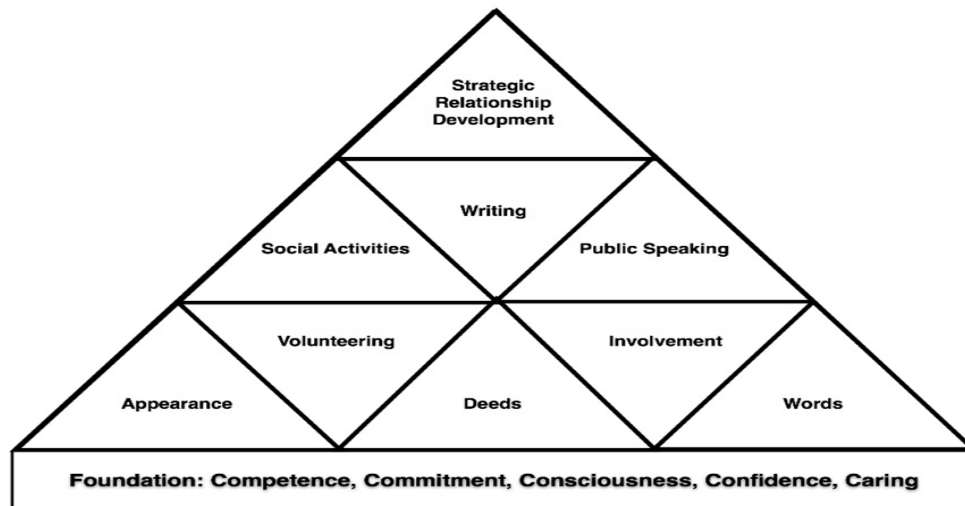
## STEP # 8: CREATE A TAGLINE

1. Emotion Words  
*How do you want to make people feel?*
2. Descriptive Modifiers  
*What are you passionate about?*  
*What is your superpower?*
3. Function  
*What services do you provide?*  
*Why should the world care?*  
*How do you stand out?*

## STEP # 9: MARKET YOURSELF

Market yourself in the year you live in. What people did 10 years back to promote themselves and their business is not relevant to today. You need to be able to adjust the market trends. To stand out you need to be **visible**.

## The Personal Brand Pyramid



### IF YOU DON'T BRAND YOURSELF?

Someone else will, and the outcome might not be so favorable. Branding yourself keeps you current in your field. Opens doors for you. Creates a lasting impression on potential & existing clients.

By developing your own brand, you'll have control over the initial perception people have of you.

*We may not be NIKE or Disney, who you are and how you come across are really important to being successful. Our personal brands are in the spotlight every day for everyone to see online.*

Are you putting your best foot forward?

### Reference:

The phrase "**personal branding**" has been floating around for decades without much significant agreement upon its definition. However, one thing's for sure: Its importance has never been more critical than it is today.

So, you have a degree in economics, nursing or marketing. Great. But, so does everyone else in your applicant pool.

What messages are you portraying, and which ones will get your foot in that door?

While remaining strategic, **creative** and professional, personal branding allows you to develop and present your own attractive, yet effective image, much like the ones you buy into while shopping.

So, what sets *you* apart? When you recognize these mentioned traits and confidently put them forward, the consequences are surreal.

The easy part is, your personal brand already exists. It's just whether or not you're willing to acknowledge and attend to it.

This consciousness is invaluable for your professional development and success. It allows you to demonstrate your expertise and personality with style, unique to everyone else's.

Over time, your brand will grow and adapt, as well as your reputation.

Just as we check ourselves in the mirror, visit the doctor or frequent the gym, we must apply the same consciousness towards our online hygiene.

There are hundreds of bankers, nurses and marketers out there competing for the same job, so again, **why you?**

What is it about the presentation of your expertise and personality (aka your brand) that makes you *the* choice? Just as there are hundreds of shoe brands to choose from, why that *one* over another?

In both instances, what it comes down to are the messages portrayed. A brand is what creates the opportunity for differentiation and desirability.

In 1997, **Tom Peters** wrote an article entitled, "**The Brand Called You**," birthing the popularization of personal branding.

His words have never rung more true today:

*It's time for me — and you — to take a lesson from the big brands, a lesson that's true for anyone who's interested in what it takes to stand out and prosper in the new world of work. Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.*

*Two of the most frequent questions I receive as Founder of **PRSNL Branding**, a consultancy service which provides creative digital strategy to enhance students' online identity, are "Why personal branding now?" and "Where do I even begin?"*

*The answers to both questions are one in the same: online social media. Whether we like it or not, we are rapidly forming these things called digital footprints. They are the trails of content that we leave behind, made up of accounts, pictures, posts, comments, blogs and data.*

*The culmination of this online material is the centerpiece of our personal brands.*

When we talk about that "**attractive yet effective image**," we must now take into account every piece of social content that we share online. We are the sum of those parts. Just like the saying, "We are what we eat," today it's "We are what we share." That bland Times New Roman resume, that grossly inappropriate tweet from middle school, that Vine of you doing body shots at a prom after party or that dusty AOL email address, they're all contributing to your online image. Furthermore, we must also remember that the proliferation and creation of this material will only progress at faster speeds over time.

This means that in weeks, months and years from now, controlling our digital footprints — and brands, for that matter — will become even more increasingly difficult. So, the time to begin is now.

Rather than hide online and changing your name while applying, take a step forward and confidently craft that personal brand. It will make all the difference.



## HOW TO DEVELOP YOUR BRAND

- Consciously develop your brand.
- Know your audience.
- Takes time to build.
- Evolve your brand
- Ask for feedback



## **A GOOD HEAD SHOT**

- ✓ Be creative
- ✓ Be authentic
- ✓ Show your personality
- ✓ Keep it up to date
- ✓ [HappyHourHeadshot.com](http://HappyHourHeadshot.com)

## **GETTING STARTED ONLINE**

- Start small and build on opportunities
- Keep your brand on point with your *Tagline* in mind
- Ask for feedback