



PERSONAL BRANDING

FOR ALL DEVELOPERS

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UNDEFINED

WHAT IS A PERSONAL BRAND?

Everyone possesses a personal brand—similar to corporate giants like Nike and Adidas, **people create ideas** of you.

For instance, imagine if you started sharing funny cat videos every day. Before you know it, you might be referred to as the 'cat guy' or the 'person who posts cat videos.'

Your personal brand is the sum of **how you present yourself**—online and in person. It's the **impressions, associations, and characteristics** that people connect with you.

In a world where perception matters, your personal brand shapes how others **perceive** you and what they **remember** about you.

Recruiters, hiring managers, and potential clients won't be aware of your abilities unless you **share** your **knowledge, learnings and projects**.

Even when applying for roles, hiring managers and clients looking for freelancers will almost certainly look you up on a search browser.

With a personal brand this will just reinforce the confidence in your ability as developer.

This guide will teach you how to create a distinct image for yourself.

Setting you apart and ensuring you get noticed rather than ignored.

WHY BUILD A PERSONAL BRAND?

100,000s of eager and clever **software engineering graduates** are entering the market every year.

1000s of **software engineering bootcamps** are ready to enter the market every year.

Alongside the massive waves of talent entering the market, the tech industry is not immune to mass layoffs.

By the end January 2023, **78,000** tech industry workers had already lost their jobs.

In addition to this 80% of jobs aren't actually listed on job listing sites. These jobs are often the lucrative roles which are gained through, **Networking** and **Recommendations**.

SO HOW DO I AVOID BECOMING JUST A STATISTIC?

By **standing out**.

This is where personal branding comes into play.

Personal branding isn't just a nice to have anymore. It's a **necessity**.

By creating a personal brand, you create an image of the skills, experiences and lessons you've learned beyond a basic CV and GitHub repository.

It's your hub where you showcase employers, potential clients and recruiters not just what you can do. **But who you are**.

HOW DO YOU BUILD A PERSONAL BRAND?

Building a personal brand is about:

Sharing your learnings, knowledge and experience:

- Contribute to the community by sharing your learnings, knowledge, mistakes and hands-on experiences.

Providing values to others:

- Purely through sharing what you know, have worked on or what you're currently learning.

Sharing your journey:

- Your personal brand is a narrative. Share your journey—the challenges, successes, and the ongoing evolution of your skills.

Being a social developer:

- Engaging in communities and helping others. Your network isn't just about what you know; it's about who knows you.

Career management:

- Your personal brand is here to help support your career.
- Showcase your skills, achievements and unique points which make you different in the field of software engineering.

Remaining consistent:

- Both in terms of creating content and your presence online, by using professional usernames and consistent profile images.

You don't have to show your face but for example if you use cute puppy image for your twitter profile picture, make sure you use that image on other platforms so you can be easily identified.

HOW DO YOU BUILD A PERSONAL BRAND?

Building a personal brand isn't about:

Making it a competition:

- A personal brand is about your development as an individual and sharing your knowledge to foster growth within yourself and those in the community

An impersonation:

- Pretending to be someone else, you won't truly connect with people and you will be found out. Be yourself, be genuine and let your personality shine through.

Being perfect:

- Having a personal brand isn't just for industry experts, leaders or those who are earning incredible amounts.

Having 100,000s of followers:

- Here it's quality over quantity. In our lives we'll probably work with 500-600 people as a estimate.
- So it's much more important to build strong, fulfilling relationships with high quality people you enjoy working/interacting with.

So share your energy, put out good work, share your experiences and be humble.

Your never to late to get advice and you're never to early to share experiences.



HOW DO YOU BUILD A PERSONAL BRAND?

Creating content

Now that we have an understanding of how to build a personal brand, let's delve into the types of content we'll create and explore strategies for generating content ideas."

There are **4** types of content we can create for our **personal brand**:

Lessons

Here, we delve into topics and challenges that we have now found a more optimal way of solving.

For example, when I began learning how to program, I frequently changed spending a couple of days learning Java to moving onto React.

I wasn't learning programming or even problem-solving; all I was doing was remembering syntax. Looking back, I would tell that version of me to truly understand why I was learning what I was learning and begin creating projects.

Talk about:

- Things that halted your progress
- Why the lesson you found is better than your original solution
- What you would do looking back

HOW DO YOU BUILD A PERSONAL BRAND?

Experiences

I go into explaining my experiences working as a professional software engineer. This is my first professional experience as a developer so I'm sharing a common experience among the community.

For example, I interned as a Data Software engineer in-between my second and third year at university. This is an opportunity that any learning developer could learn from as the can find out about:

Topics I can speak about

- What life is like working as a professional developer?
- Dealing with the workload and pressures
- Hacks and tips I used to improve my productivity

HOW DO YOU BUILD A PERSONAL BRAND?

Current Projects:

Here, we delve into topics and challenges we have now found a more optimal way of solving.

For example, I'm built this guide all about helping people like you (A Developer / aspiring to get in tech) to build a brand. I share my progress, learnings and pain points online to track my progress and hold me accountable but more importantly show the world what i'm working on.

I'm showing the world what I'm capable of. This opens a window for people to:

- Appreciate my work
- Network with me about new opportunities
- Learn about how I could improve my work

By doing this I'm creating genuine evidence of what I'm building. People will know this work is authentic and not just another project built exactly from a youtube tutorial.

HOW DO YOU BUILD A PERSONAL BRAND?

Tutorials / How to(s) :

Another great content idea is creating videos and blog posts about things that have helped you in your life as a developer.

Created a method which saves time in a script? Explain the process and how you came up with it in a blog.

Have a function in which you keep forgetting how to build or even what it does?

Create a post about.

Here you're serving your self and the world.

Your spreading knowledge and helping the next generation of developers grow!



HOW DO YOU BUILD A PERSONAL BRAND?

Now that we know what type of content to create we need to answer these questions:

Brand vision: What you want to be known for

Brand mission: Why you care about your purpose

Primary message: The key message you'll convey

Brand personality: The vibe you want to give off

What is your position in the industry?

Are you a self taught developer?, studying computer science at university?...

What is your story as a developer

How did you get to where you are?

What are your personal values

Reliability... authenticity...

What do you want to achieve with your brand?

A high value network? loyal clients? High paying opportunities

What are you most passionate / knowledgeable about?

Are you a Java expert? Find attracting clients as a freelancer easy? Just want to share your knowledge and learnings?

What type of audience do you want to attract?

Recruiters and new job opportunities, beginner developers? Female developers?

TOOLS TO BUILD A PERSONAL BRAND

Now we know what type of brand we want to create , how to create content and the type of content we create.

We now need a place to share this knowledge.

Here are a couple of tools you can use to begin to build you're brand.



X (Twitter) -
Short form content



GitHub



Linkedin -
Medium form content



YouTube -
Long form content



Instagram -
Short form content



Substack -
Long form content

Choose a platform that feeds your spirit:

Different platform will suit different people, so as long as you're creating documenting your knowledge on any of these platforms consistently, then you're good to go!

As the minimum, pick one long form platform or even build your own blog from scratch!

BUILDING YOUR BRAND

As you embark on the career long journey of building your brand there are a couple of rules you need to abide by.

Remain consistent -

A personal brand is all about sharing your personality and your knowledge on a consistent value.

People won't be able to understand your brand if your posting on a random basis.

Be consistent. You can choose to share content once a week or even 7 times a week.

Just be consistent.

Unwanted visitors -

As you begin to share your knowledge, learnings, experiences and mistakes, there will be people who don't like what you have to say.

Sometimes for no reason

Never spend time caring about someone who doesn't care about you.

Feel free to use the block / mute button as you wish.

Engage in the Community -

Actively participate in online developer communities, forums, and social media. Engage in discussions, help others, and share your knowledge.

CREATING CONTENT

As we covered earlier, building a massive audience isn't required. Here we want to build **strong, fulfilling** relationships with **high quality people**.

We need to appreciate their work as we would them to appreciate ours.

So to build our brand we need to:

Frequently post what were working on:

- Describe the interesting projects your working on, the tech stack and the approach you're taking to build the project

Post high quality images:

- We want our brand to look professional and clean. So take interesting pictures of the project (the current version, codebase, and interesting function which you're proud of)

Engage with developers:

- Here we can go into even greater depth by following users who are in the current area of development you're looking to get into. However for now follow developers whose work interests you.
- Leave a honest and meaningful comment about their work on their post and even drop them a DM if you have a question. Do this everyday for roughly 4 blocks of 10 - 15 minutes.

Use the right hashtags:

- Yes, we want to build meaningful and worthwhile relationships but these can be formed by others reaching out to you!
- Using the right hashtags brings your posts to the audience you actually want to attract and reduce unrelated accounts and bots that interact with your account.

To find the right hashtags do this:

Look under accounts of developers of whose work you admire, feel free to steal the hashtags which most relate to you as a developer and add them to your posts & reels.

CREATING CONTENT

Reels tend to perform better:

- Especially in the beginning, using reels is the best option for spreading your content over Instagram as it's much easier to spread a video rather than an image.

Make sure in your reel you are:

- The video is well lit and clean, remember our content is a representation of us as developers
- The video shows what you're working on - Explain either with a voice over or in the caption on what you're working on too.

GOOD LUCK!

I can't wait to see the progress and opportunities you create on you're journey!

Feel free to reach out to me with your reviews on this E-Book and feel free to reach out to me with the link in my Instagram Bio - @ev.codes!