

A graphic of a target with concentric circles in shades of gray and orange, positioned behind the word 'CAREER'.

# CAREER KRED

**4** Simple Steps to Build Your Digital Brand  
& Boost Credibility In Your Career

A graphic of two light blue dice with dark blue pips, positioned above the word 'WORKBOOK'.

## WORKBOOK

# INTRODUCTION

Hello. First, thank you for purchasing CareerKred. I am humbled by your purchase and strive to provide you with the very best possible information to help you build your digital brand and boost the credibility in your career.

Like everything else in life, what you will get out of this workbook will be a reflection of the work you put into it. In other words, to build out a modern day digital brand, you need to complete the exercises in this workbook.

You will learn things you can apply simply by reading but the real “magic” comes from completing the exercises. This will ensure you have a complete personal and digital brand when finished.

I have designed this workbook to be a companion to the book but as you’ll see, I’ve included enough instructions on each page for you to complete the exercises without needing to flip back and forth between the workbook and book.

That said, please reference the book should you get stuck or become confused.

If the book does not help you get “unstuck”, then by all means please send me an email and let me know your question. You can reach me at [ryan@careerbrand.co](mailto:ryan@careerbrand.co)

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page.

# FOR ADDITIONAL ASSISTANCE

## ***CareerKred Assessment***

A one-hour, lightning round type session, for individuals and small business brands where Ryan will personally help you assess where your brand stands today and the key next-step actions you need to take to build your digital brand. The call will conclude with Ryan's findings and recommendations.

## ***Boost your CareerKred***

This is a four month customized program. Ryan will personally work with you one-on-one and serve as your brand manager to help you design and implement a digital branding strategy just for you. This is the ultimate CareerKred boosting package for executives who understand the importance of establishing their online presence, their thought leadership and their overall digital brand as it relates to their career.

If you're interested in one-on-one coaching, or branding coaching for your business please reach out and contact me at:

Ryan@careerbrand.co

# DIGITAL BRAND ASSESSMENT

To get an accurate result, you need to do a couple of things before you take the assessment. *Provided instructions are for the Google Chrome Browser.*

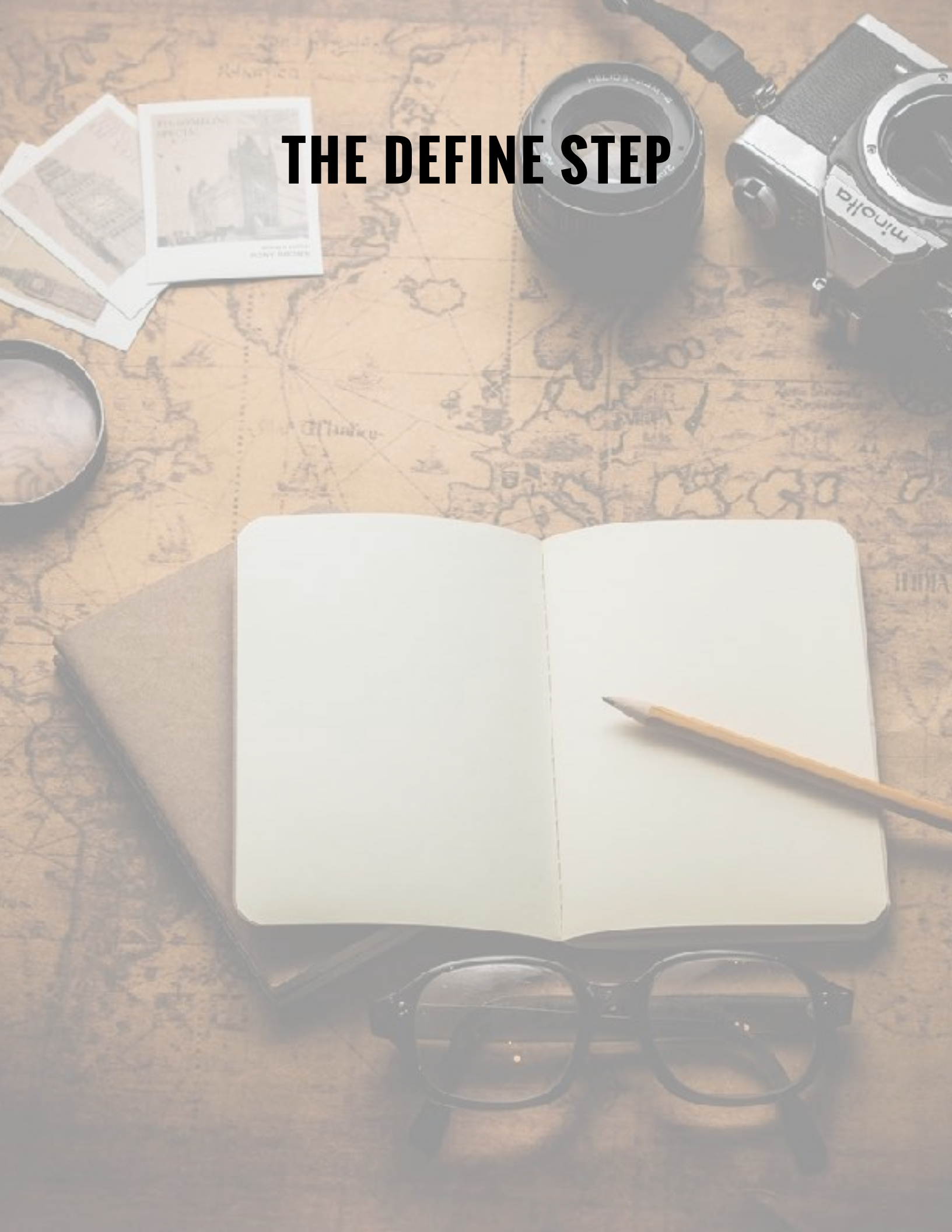
1. Log out of browser - *SELECT YOUR NAME TOP RIGHT > SWITCH PERSON*
2. Clear browser cache - *SETTINGS > HISTORY > CLEAR BROWSING DATA*
3. Open a private browser - *FILE > NEW INCOGNITO WINDOW*

Logging out of your browser and clearing your cache allows you to get a more accurate picture of how you appear online.

Once your browser is set, you'll be able to take the assessment in exchange for an email address by clicking the orange button.

**MY DIGITAL BRAND SCORE:** \_\_\_\_\_

# THE DEFINE STEP



# THE DEFINE STEP

It's human nature. We often compare ourselves to others. This is especially true when it comes to our careers. Unconsciously, we equate our success to the success we see in others.

However, in order to define YOUR brand, you have to first stop comparing yourself to others and begin to recognize the value you add and how you make a difference.

The Define step is not easy. It's about asking the hard questions of yourself, determining the value you add in the world and how do you make a difference. The Define step requires, more than anything, for you to become self-aware.

Self-awareness is having a solid understanding of who you are and how you relate to the world. Self-awareness is about being mentally and emotionally present in situations and understanding how you can best contribute. It's also about being clued in to what you really like and dislike.

Unfortunately, many people want to skip this step because it's not sexy, it requires introspection and it can take awhile to get your head wrapped around. But here is my warning to you based on my experiences with clients.

People, who skip this step, will never live up to their full potential. The Define step lays the groundwork for the rest of the D.I.C.E. process.

***If you skip this step, I promise your branding efforts will fall short.***

This eBook is an excerpt from the companion workbook to the book, CareerKred. However, I believe I have included enough instructions on each page for you to complete the exercises.

That said, the book contains further explanation and reasons behind the exercises. If you struggle to complete the exercises in this eBook, I encourage you pick up a copy of the book.

If for some reason, you find the book does not help you get “unstuck”, then by all means please send me an email and let me know your question. You can reach me at [ryan@careerbrand.co](mailto:ryan@careerbrand.co)

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page.



# EXERCISE 2 - INTROSPECTION





# INTROSPECTION

To help you get started becoming more self-aware, I have compiled a few questions for you to reflect on as you go about your day and week. To make the most of these questions try to capture your “answers” as they happen.

## ***CAPTURE YOUR ANSWERS TO THE FOLLOWING QUESTIONS***

- Do you feel happier when working in a group, or alone?
- Do you feel satisfaction when you accomplish a difficult task?
- Is it easy or difficult for you to tell others what to do?
- When you feel bored and/or tired what is going on around you?
- What is happening when you start to feel lively or interested?

As you can tell from the questions, Introspection requires you to look at yourself objectively, which is very difficult for us to do because we are all naturally biased, but it's worth the effort.

Use the next few pages to document your answers.

# INTROSPECTION

Do you feel happier when working in a group, or alone? Why?

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Do you feel satisfaction when you accomplish a difficult task? Why?

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Is it easy or difficult for you to tell others what to do? Why?

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# INTROSPECTION

When you feel bored and/or tired what is going on around you?

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What is happening when you start to feel lively or interested?

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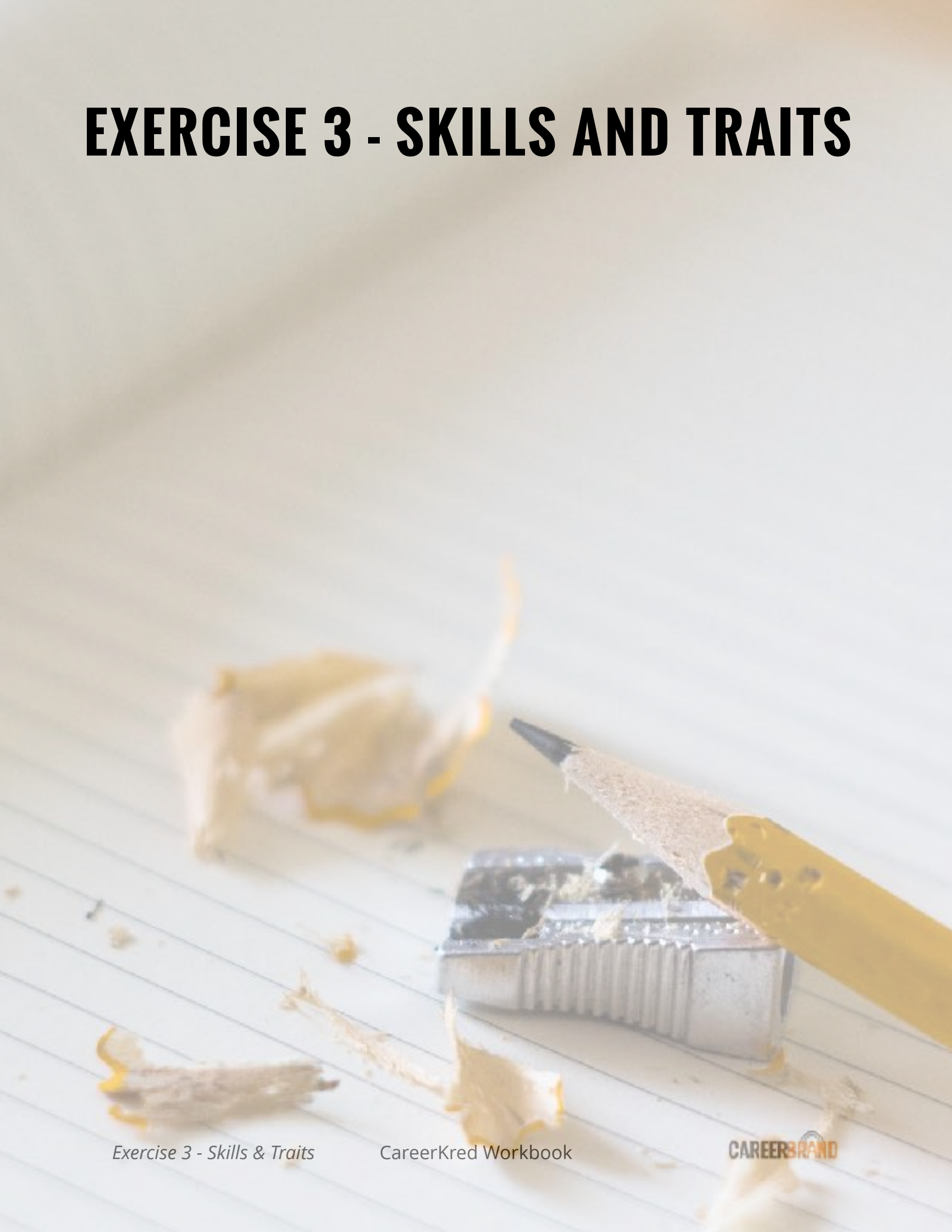
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# EXERCISE 3 - SKILLS AND TRAITS



# EXERCISE 3 - SKILLS AND TRAITS

Whether you realize it or not, you display certain skills and traits on a daily basis. Others “see” them and it’s time for you to see them as well.

Using the examples at the end of this worksheet, identify the top 5 skills and traits you feel you are known for today. Feel free to Google skills or traits to come up with additional ones if you feel the ones in this worksheet are limited.

## TOP 5 SKILLS I AM KNOWN FOR TODAY

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## TOP 5 TRAITS I AM KNOWN FOR TODAY

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# SKILLS AND TRAITS - OTHERS

Others know you for certain skills and traits. In this exercise, write down the top 5 skills and traits you believe others identify with you.

Using the same examples at the end of this worksheet, identify the top 5 skills and traits you feel other people associate with you today. Like before, feel free to Google skills or traits to come up with additional ones if you feel the ones in this worksheet are limited.

## TOP 5 SKILLS OTHERS KNOW ME FOR TODAY

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## TOP 5 TRAITS OTHERS KNOW ME FOR TODAY

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# SKILLS - EXAMPLES

This is not an exhaustive list. The examples are provided to get you started. Feel free to search Google for additional skills not listed here.

CONSULTANT	QUICK RESULTS	PUBLIC SPEAKING	SIMPLIFY	ANALYSIS
TEAM BUILDER	CONSENSUS BUILDER	FACILITATOR	COACH	PRIORITIZE
GOOD W/ NUMBERS	THOUGH-LEADER	BUDGETING/ ESTIMATING	DECISION-MAKER	MOTIVATOR
DRIVE PRODUCTION	STRATEGY	WORKING WITH HANDS	PLANNING	CONTINUOUS IMPROVEMENT
TIME MANAGEMENT	MANAGE PEOPLE	TRAINER	MANUFACTURING	WRITER/EDITOR
PRESENTATIONS	PROJECT PLANNING	IDEATION/ BRAINSTORMING	PROBLEM SOLVER	VISIONARY
MENTOR	VOLUNTEER	ADVOCATE	NEW BUSINESS DEVELOPMENT	PROCESS-DRIVEN
DESIGNER/ GRAPHICS	IDEA-DRIVEN	LEADER	CONFLICT RESOLUTION	FUND RAISER
SALES	NEGOTIATION	MACHINE OPERATOR	ORDER TAKER	ADVISOR
RELATIONSHIP BUILDER	ORGANIZER	PROJECT MANAGEMENT	TEAM MEMBER	BUSINESS PLANNING
QUESTIONING	EXECUTE	CONNECTOR	LISTENER	ENABLER
COMMUNICATOR	OBSERVATION	DESIGNER	ARRANGER	

# TRAITS - EXAMPLES

This is not an exhaustive list. The examples are provided to get you started. Feel free to search Google for additional traits not listed here.

POLISHED	IRRESPONSIBLE	HUMBLE	DIRECT	PROMPT
RELIABLE	QUIET	TOUGH	REALISTIC	RESOURCEFUL
ELOQUENT	FRUGAL	RESPONSIBLE	PERSISTENT	PASSIVE
THOUGHTFUL	PREDICTABLE	GOOD TEAM PLAYER	PLANS IN ADVANCE	CONFIDENT
APPROACHABLE	BIG PICTURE THINKER	RESPONSIVE	AMBITIOUS	GENEROUS
CREDIBLE	NEGATIVE	SELF-STARTER	CREATIVE	RESPECTED
WORKS ALONE	MICRO-MANAGER	INATTENTIVE	INNOVATIVE	GOOD LISTENER
EFFECTIVE	ACCOUNTABLE	DETAIL-ORIENTED	HELPFUL	LOUD
REASONABLE	FLEXIBLE	DELEGATES EFFECTIVELY	PRODUCTIVE	EMPOWERS
PATIENT	CAN DO ATTITUDE	INTEGRITY	PEOPLE PERSON	INDEPENDENT
POSITIVE	CAN'T DO ATTITUDE	SPONTANEOUS	ATTENTIVE	SHY/RESERVED
DETERMINED	CONNECTOR	RELATOR	FOCUSED	INFLUENCER
FUTURISTIC	ANALYTICAL	LEADER	STRATEGIC	

# EXERCISE 4 - WORK VALUES

# WORK VALUES

It's important to identify your core work values for two reasons.

First, they play a very large role in your career satisfaction and engagement.

Second, they form the basis for your career decisions or at least they will from now on.

Before we get too far down the path here, let me define a work value.

***"A work value is a principal or standard that you held in high esteem as it relates to your working life/career."***

Whether you recognize them or not, you have values around family, work, spiritual, leisure, personal, etc.

In this exercise, you will focus on and rank your work values.

As you rank each value, think about how important the value is to you in a work setting.

It's also important to keep in mind as you consider your work related values, that there are no right or wrong work values.

Work values are different for everybody, so please identify those values that matter most to you rather than someone else.

# WORK VALUES - EXAMPLES

The examples are provided to get you started. Feel free to search Google for additional Values not listed here. I've included at the end of the list space for you to add any additional values that are important to you.

Value	Description
Achievement	Ability to regularly meet or exceed annual goals and objectives
Advancement	Ability to be promoted to higher levels within the company
Autonomy	Be able to determine the nature of work without significant direction from others
Balance	Have a job that allows time for family, leisure, and work.
Challenge	Engage with complex questions and demanding tasks, troubleshooting
Collaboration	Working with multiple people inside and outside the company on project teams
Commute	Length of time it takes to get the office location.
Compensation	Amount of salary including bonuses or other forms of payment
Creativity	Be able to express your creative ideas in the arts and communication
Community	Company is active in volunteering, politics, or service projects.
Decision Making	Have the power to decide courses of action, policies, etc or make decisions regarding the work activities of others.
Excitement	Experience a high degree of stimulation or frequent novelty and drama on the job
Fun	Have opportunities to be playful and humorous at work
Flexible work schedule	Work according to my time schedule, i.e. non-specific times or work from home.
Helping Others	Be involved in helping or being of service to people directly, either individually or in groups.

# WORK VALUES - EXAMPLES

Value	Description
Helping Society	Contributing to the betterment of the world
Influence	Be in a position to influence attitudes or opinions of other people.
Job Security	Have a stable work environment and reasonable financial reward.
Job Satisfaction	Happy with role and career trajectory
Leadership	Direct, manage, or supervise the work done by others.
Leverage past experiences	Ability to use your past experiences in a new role
Location	Area to live in. Specifically the State, city and/or town
Moral or Spiritual Fulfillment	Feel that my work is consistent with my ideals or moral code.
Personal Growth	Have work which enables me to grow as a person
Prestige	Holding or having a position of high standing within an organization
Public Contact	Have a lot of day-to-day contact with people
Recognition	Get positive feedback and public credit for work well done.
Stability	Have a work routine and job duties that are largely predictable and not likely to change over a long period of time.
Teamwork	Have close working relations with group; work as team for common goals
Travel	Ability to travel for business.
Vacation or PTO	Amount of Paid time off
Variety	The ability to do different activities



# WORK VALUES - EXERCISE

Rate the work values using a "1", "3" or "5". A rating of "5" indicates high importance to you. A rating of "3" is neither important or unimportant. A rating of "1" is not important to you.

Value	Score	Value	Score
Achievement		Job Satisfaction	
Advancement		Leadership	
Autonomy		Leverage past experiences	
Balance		Location	
Challenge		Moral or Spiritual Fulfillment	
Collaboration		Personal Growth	
Commute		Prestige	
Compensation		Public Contact	
Creativity		Recognition	
Community		Stability	
Decision Making		Teamwork	
Excitement		Travel	
Fun		Vacation or PTO	
Flexible work schedule		Variety	
Helping Others			
Helping Society			
Influence			
Job Security			

# WORK VALUES - EXERCISE

After reviewing all of your values above, prioritize in order of importance your top five.

## MY TOP 5 WORK RELATED VALUES

As you begin to look at new opportunities, use your top values to help you assess the new role.

The role doesn't necessarily have to be a "5" for each value but anything you rank a "3" or lower for the new role should give you pause.

You can also use your work values as a basis for your interview questions.

As an example, if you ranked Advancement as a top value, you'll want to use the interview process to understand how the company advances its employees.

"What is the career progression within this organization?"

"Why is this position open?"

"Where any internal candidates considered for this position?"

# EXERCISE 5 - TRUSTED ADVISORS



# TRUSTED ADVISERS

We all have people we trust. People we can confide in. People who influence our decisions. These people are our trusted advisers.

Jeff Bezos, CEO Amazon, famously said, “Your personal brand is what people say about you when you’re not in the room”. So how do you know what people say about you when you’re not in the room? You ask them.

For this exercise, select at least 10 individuals whose opinion matters to you. Meaning, if they provide you with feedback that suggests you need to change your behavior, career, or even your clothes, you will give their advice serious consideration.

This script on the next page, is the exact script I used. It’s provided here as an example. Feel free to copy and paste it directly into an email or change it up in order to “make it your own”.

You may feel a bit apprehensive asking for this information and that is not only OK, it’s normal. Remember, discovering your personal brand requires you to ask uncomfortable questions and seek out what may be uncomfortable answers.

After you send the email allow 5 days to pass before you send any follow up correspondence. Like you, your trusted advisers are busy and they may require some additional time to process your request so they can provide you with the most valuable feedback.

After 5 days with no response, feel free to send a follow up email.

# TRUSTED ADVISERS - EMAIL

Dear (Name here) -

I recently started working with an executive coach to better understand "what difference I make". I have always appreciated your opinion and because you are someone whose opinion matters to me, I'd appreciate your valuable feedback.

Can you please take a few minutes to reply to this email with a list of the top five words (personality traits and skills) or short phrases that you believe best describe what I am known for as it relates to your experience of knowing or working with me? Constructive feedback is as valuable as positive so do not hesitate to provide it if you feel it is applicable.

Please help me to identify five things I do (skills) and how I do them (traits), which occur to you when my name is mentioned in a professional context.

## **SKILLS** (What I Do)

- 1.
- 2.
- 3.
- 4.
- 5.

## **TRAITS** (How I Do it)

- 1.
- 2.
- 3.
- 4.
- 5.

I am grateful for your help and thank you in advance for providing these insights. I would like to have your response back by (Insert Date).

Thank you.

# SKILLS AND TRAITS - RESPONSES

In this exercise, you will capture the skills and traits others know you for in the boxes below.

Using the responses, capture the skills and traits identified by your trusted advisers.

## TOP 5 SKILLS AND TRAITS MY TRUSTED ADVISERS KNOW ME FOR TODAY

SKILLS	TRAITS

## THE TOP SKILLS AND TRAITS I THOUGHT MY TRUSTED ADVISERS WOULD SAY

*Pull this from Exercise 3*

SKILLS	TRAITS



# SKILLS AND TRAITS - RESPONSES

It's possible your trusted advisers provided you with phrases instead of individual skills or traits. Capture those phrases here.

Using the email responses, capture any phrases provided by your trusted advisers.

## TRUSTED ADVISERS PHRASES


# SKILLS - COMBINED

In this exercise, we will capture your skills only.

Pull together the phrases and/or the list of YOUR skills and the list or phrases of skills from your TRUSTED ADVISERS. Don't be surprised if there is overlap.

## TOP 5 SKILLS - ME

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## TOP 5 SKILLS - TRUSTED ADVISERS

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# TRAITS - COMBINED

In this exercise, we will capture your traits only.

Pull together the phrases and/or the list of YOUR traits and the list or phrases of traits from your TRUSTED ADVISERS. Don't be surprised if there is overlap.

## TOP 5 TRAITS - ME

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## TOP 5 TRAITS - TRUSTED ADVISERS

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# SKILLS AND TRAITS - KEYWORDS

In this exercise, pull from the sheet before and identify the most common skills and traits identified.

Keywords are important to capture at this point and will be used later in the personal branding process.

## TOP 5 SKILLS KEYWORDS

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## TOP 5 TRAITS KEYWORDS

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# EXERCISE 6 - ASSESSMENTS



# STRENGTHSFINDER 2.0

On this worksheet we want to capture your top 5 Strengths and the phrases that resonate with you for each.

Start by listing your Strengths in order. Then, under each Strength select the phrases that resonate with you. The ones that make you say, "Yep. That's me."

**STRENGTH ONE** \_\_\_\_\_

*Phrases that resonate for Strength one:*

**STRENGTH TWO** \_\_\_\_\_

*Phrases that resonate for Strength Two:*



# STRENGTHSFINDER 2.0

**STRENGTH THREE** \_\_\_\_\_

*Phrases that resonate for Strength three:*

**STRENGTH FOUR** \_\_\_\_\_

*Phrases that resonate for Strength four:*

**STRENGTH FIVE** \_\_\_\_\_

*Phrases that resonate for Strength five:*

# STANDOUT ASSESSMENT

On this worksheet we want to capture your lead and secondary strength roles and the phrases that resonate with you for each.

List your lead and secondary strength role. Under each strength role select the phrases that resonate with you. The ones that make you say, "Yep. That's me."

**LEAD STRENGTH ROLL** \_\_\_\_\_

*Phrases that resonate for your LEAD strength role:*

**SECONDARY STRENGTH ROLL** \_\_\_\_\_

*Phrases that resonate for SECONDARY strength role:*

# FASCINATION ADVANTAGE

On this worksheet we want to capture your archetype, your primary advantage, your secondary advantage and your dormant advantage.

List each below in order. Under your archetype and each advantage select the phrases that resonate with you. The ones that make you say, "Yep. That's me."

**YOUR ARCHETYPE** \_\_\_\_\_

*Phrases that resonate for your ARCHETYPE:*

**YOUR PRIMARY ADVANTAGE** \_\_\_\_\_

*Phrases that resonate for your PRIMARY advantage:*

# FASCINATION ADVANTAGE

**YOUR SECONDARY ADVANTAGE** \_\_\_\_\_

*Phrases that resonate for your SECONDARY advantage:*

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**YOUR DORMANT ADVANTAGE** \_\_\_\_\_

*Phrases that resonate for your DORMANT advantage:*

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# 16 PERSONALITIES ASSESSMENT

On this worksheet we want to capture the KEY phrases that resonate with you from the assessment.

There are seven areas of focus with this assessment. For our purposes, you will only focus on the Strengths and Weaknesses area.

**YOUR PERSONALITY ROLE** \_\_\_\_\_

**YOUR PERSONALITY TYPE** \_\_\_\_\_

*Phrases that resonate for your Strengths and Weaknesses:*

# OTHER ASSESSMENT

As with the other assessments we want to capture the KEY phrases that resonate with you here.

*Phrases that resonate for your Strengths and Weaknesses:*

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# OTHER ASSESSMENT

As with the other assessments we want to capture the KEY phrases that resonate with you here.

*Phrases that resonate for your Strengths and Weaknesses:*

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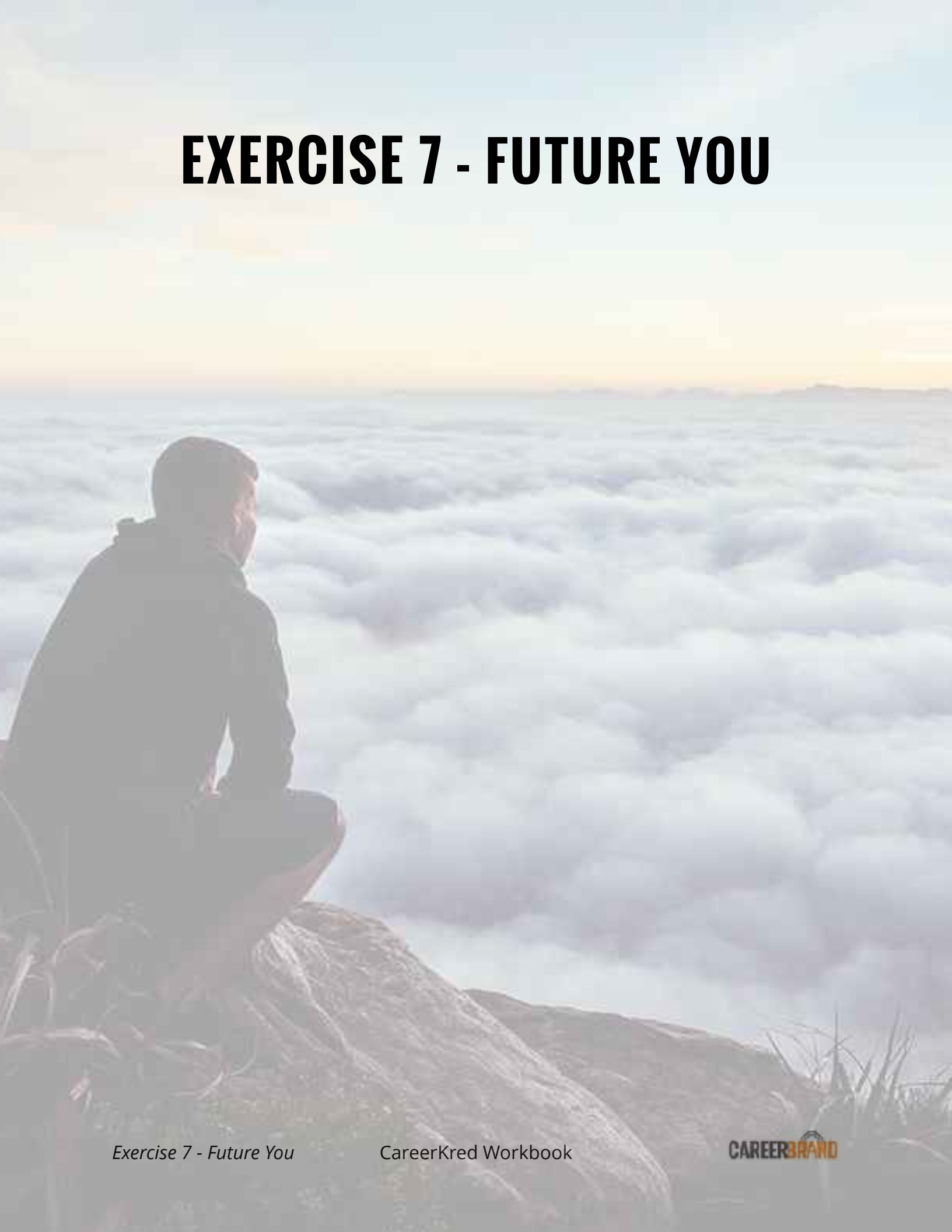
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# EXERCISE 7 - FUTURE YOU





# FUTURE YOU

You've spent a lot of time at this point looking at where you are now. In this exercise, you're going to take a look at where you want to go.

## **WORK TASKS YOU LIKE TO DO:**

For this section, consider your past positions and list out all of the tasks you had to do that you really enjoyed. Tasks that made the day go by so to speak.

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## **WORK TASKS YOU DISLIKE:**

For this section, consider your past positions and list out all of the tasks you had to do that you really enjoyed. Tasks that made the day go by so to speak.

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# FUTURE YOU

**AS A BRAND/CONSULTANT, I SOLVE THESE TYPES OF PROBLEMS:**

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For these next questions, simply answer yes or no.

**I PREFER TO WORK WITH A TEAM OR ALONE:**

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**I PREFER TO LEAD A TEAM OR ADVISE A TEAM:**

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**I PREFER DOING A VARIETY OF THINGS OR JUST ONE THING:**

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**WHAT IS OR ARE THE SUBJECTS THAT MAKE YOU STOP WHAT YOU ARE DOING WHEN YOU HEAR THEM MENTIONED?**

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# FUTURE YOU

**IF YOU COULD START OVER AND MONEY WAS NO OBJECT, WHAT WOULD YOU DO?**

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**LIST OUT THE TOP IDEAS YOUR HAVE THAT ARE STUCK IN YOUR HEAD:**

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**LIST OUT THE LAST 10 BOOKS YOU READ?**


# FUTURE YOU

**LIST OUT THE LAST 10 WEBSITES YOU VISITED?**


**BASED ON EVERYTHING YOU'VE LISTED SO FAR, LIST OUT THE WORDS OR PHRASES YOU LIKE TO HAVE ASSOCIATED WITH YOUR NAME:**


**IF YOU COULD BE KNOWN FOR ANYTHING, WHAT WOULD YOU BE KNOWN FOR?**


# FUTURE YOU - WORK ENVIRONMENT

As you consider your answers so far, it's also important to think about your work environment as well.

Take time to consider the places where you do your best work. Is it sitting in a cubicle in an office building? Is it on a stage speaking to people? Are you going to a co-working space every day or have you carved out an area in your home to function as an “office”.

## DESCRIBE WHAT YOUR IDEAL WORK ENVIRONMENT IS LIKE

# FUTURE YOU - PLAN

At this point you should have an idea of what you are good today and what the future you potentially looks like. To make this future version of yourself a reality, you need a plan.

To form a plan we need to first identify any skills or traits you will need in your ideal role. Reference previous exercises as needed.

## WHAT ARE THE TOP 5 SKILLS REQUIRED FOR THE FUTURE YOU

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## WHAT ARE THE TOP 5 TRAITS REQUIRED FOR THE FUTURE YOU

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# FIVE-YEAR PLAN

Remember that simple but not easy thing? Here's where it starts when building the future you.

You've identified what you want to be known for and the skills and traits required to get you there. Now we need to get specific. On this sheet, describe what your role looks like in five years. Be specific and include timeframes.

## DESCRIBE WHAT YOU WANT TO BE KNOWN FOR IN FIVE-YEARS

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# THREE-YEAR PLAN

Same as above, but this time break down the future you further. What does the future you look like three years from now.

## DESCRIBE WHAT YOU WANT TO BE KNOWN FOR IN THREE-YEARS

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# ONE-YEAR PLAN

What's that sounds? Oh, it's the rubber hitting the road. Time to get serious and plan out how you will advance towards the future you.

Print this sheet out. Use it every year to capture what you will be working on **THIS** year to get you closer to what you want to become know for.

## DESCRIBE WHAT YOU WANT TO BE KNOWN FOR IN ONE-YEAR

## I WANT TO DEMONSTRATE THE FOLLOWING SKILLS THIS YEAR

Skill	How I will obtain the skill	Date



# **EXERCISE 8**

## **PERSONAL BRAND STATEMENT**



# PERSONAL BRAND STATEMENT

In this worksheet, we are going to create your personal brand statement by pulling together all of our previous work.

## CAPTURE YOUR TOP 5 VALUES, SKILLS AND TRAITS

VALUES	SKILLS	TRAITS

## FINAL PHRASES FROM THE STRENGTHS ASSESSMENT WORKSHEET

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## TOP PHRASES FROM YOUR TRUSTED ADVISORS

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# PERSONAL BRAND STATEMENT

Like the assessments worksheet, the goal here is to narrow down your previously selected phrases into one comprehensive phrase. that defines who you are and how you add value.

Using the phrases, values, skills and traits on the previous page write one comprehensive paragraph that defines who you are and how you add value.

## FIRST DRAFT - MY PERSONAL BRAND STATEMENT

# PERSONAL BRAND STATEMENT

Narrow down your paragraph from page one and let's take it one step further.

Rewrite the paragraph on the previous page. Try to remove half of the sentences.

## SECOND DRAFT - MY PERSONAL BRAND STATEMENT

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If the paragraph “feels” a little wordy to you, narrow it down one more time. Eliminate any duplicate or redundant sentences.

## THIRD DRAFT - MY PERSONAL BRAND STATEMENT

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# PERSONAL BRAND STATEMENT

Rubber, meet the road. All of your hard work will finally make sense on this page.

Rewrite the paragraph on the previous page using the format below.

**I AM:** What are you known for. Job title or position here.

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**I HELP:** In your current position who do you help?

---

**UNDERSTAND/DO:** What do you help your audience, companies do or understand

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**SO THAT:** What change in your audience do you want to see?

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## FIRST DRAFT - MY PERSONAL BRAND STATEMENT

**I AM:**

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**I HELP:**

---

**UNDERSTAND/DO:**

---

**SO THAT:**

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Re-write your first draft in one sentence.

## MY PERSONAL BRAND STATEMENT

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Congratulations. You've created your personal brand statement.



# The Define Step Checklist

☐ Take the Digital Brand Assessment

☐ Score: \_\_\_\_\_

## Step #1 - Self Awareness

- ☐ Complete the Introspection exercise
- ☐ Download Memo Mailer (Optional)
- ☐ Complete the Skills and Traits worksheet
- ☐ Complete the Values
- ☐ Send email to Trusted Advisors
- ☐ Complete Trusted Advisor worksheet
- ☐ Identify Assessments to take
- ☐ Complete Assessment worksheet

## Step #2 - What do you want to be known for?

- ☐ Complete the Future You worksheet

## Step #3 - Personal Brand Statement

- ☐ Complete the Personal Brand Statement worksheet

# THE INTEGRATE STEP



# THE INTEGRATE STEP

You cannot successfully complete the integrate step, if you don't know what you want to be known for.

Why? Because the Integrate step is all about telling the world who you are and how you add value to it. This is what people want to find when they search for you online. They do not want to find pictures of the party you attended last weekend. Well, most people don't anyway.

We live in a digital-first age.

This means your first encounter with hiring managers, recruiters, or potential customers (you can even add potential boyfriends and girlfriends here), will more than likely happen online. This is why it's so important for you to have a platform you control, not Google, where you can demonstrate your expertise.

The Integrate step isn't to be done willy nilly or taken lightly. Your online profile, your digital brand, is the de facto resource people will use to judge you before they ever meet you in person. And let's face it, we all judge others by what we find online. Why should others judging you be any different?



The Integrate step starts with a Google search for your name. Have you ever done that before? Judging by what I see posted online, I'd venture to say that many people have never done this. Every day, people, many even you, post pictures of stupid crap, or sign up for the latest social media "thing", only to abandon it after a day, a week or a month. If this is you, please stop now.

This behavior leaves you with an online presence so scattered that no recruiter, hiring manager, potential customer, boyfriend or girlfriend will ever pursue you. In the discerning eyes of a recruiter, you will come across as not professional and you will quickly become lost in the crowd and passed over.

The Integrate step when done correctly helps you tell your story online in a way that allow your CareerKred to shine and makes you stand out from the crowd so people take notice. It's about ensuring that when you are found in search, you show up for whatever it is you want to be known for.

This eBook is an excerpt from the companion workbook to the book, CareerKred. However, I believe I have included enough instructions on each page for you to complete the exercises.

That said, the book contains further explanation and reasons behind the exercises. If you struggle to complete the exercises in this eBook, I encourage you pick up a copy of the book.

If for some reason, you find the book does not help you get “unstuck”, then by all means please send me an email and me your question.

You can reach me at [ryan@careerbrand.co](mailto:ryan@careerbrand.co)

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page.

# EXERCISE 9 - DIGITAL AUDIT



# DIGITAL AUDIT

It's time to take good hard look at your digital brand. The single best way to do this is to Google yourself. To get an accurate result, you need to do a couple of things before you take the assessment. Provided instructions are for the Google Chrome Browser.

1. Log out of browser - *SELECT YOUR NAME TOP RIGHT > SWITCH PERSON*
2. Clear browser cache - *SETTINGS > HISTORY > CLEAR BROWSING DATA*
3. Open a private browser - *FILE > NEW INCOGNITO WINDOW*

Logging out of your browser and clearing your cache allows you to get a more accurate picture of how you appear online.

For each result, capture the "title or headline", the URL the result is pointing to and the description of the result.

Capturing these results here, will allow you to track your before and after progress as well as assess whether or not your digital brand aligns with what you want to become known for.

## **RESULT ONE:**

Headline / Title
Website URL
Description

# DIGITAL AUDIT

## **RESULT TWO:**

Headline / Title
Website URL
Description

## **RESULT THREE:**

Headline / Title
Website URL
Description

## **RESULT FOUR:**

Headline / Title
Website URL
Description

# DIGITAL AUDIT

## ***RESULT FIVE:***

Headline / Title
Website URL
Description

## ***RESULT SIX:***

Headline / Title
Website URL
Description

## ***RESULT SEVEN:***

Headline / Title
Website URL
Description

# DIGITAL AUDIT

## ***RESULT EIGHT:***

Headline / Title
Website URL
Description

## ***RESULT NINE:***

Headline / Title
Website URL
Description

## ***RESULT TEN:***

Headline / Title
Website URL
Description

# EXERCISE 10 - CARRER BIO



# YOUR CAREER BIOGRAPHY

In this exercise you're going to put together your career story. Your story will become the basis for your digital brand.

Take your time with this exercise. You will reference it often throughout the next few sessions.

## WRITE OUT YOUR PERSONAL BRAND STATEMENT:

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## LIST YOUR ACADEMIC CREDENTIALS:

Degrees, Certifications, Certificates, etc.

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## LIST ANY AWARDS OR RECOGNITIONS YOU HAVE RECEIVED:

Company awards, industry awards, etc.

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# YOUR CAREER BIOGRAPHY

## LIST ANY COURSES OR TRAINING YOU'VE TAKEN

You do need to earn a degree of certification with these courses

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## LIST ANY COMMUNITY ACTIVITIES YOU PARTICIPATE

List the institution and you role

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## LIST ANY PUBLICATIONS YOU APPEAR IN

List the publication if you were interviewed or you were the focus of the article

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# YOUR CAREER BIOGRAPHY

**LIST THE PROFESSIONAL ORGANIZATIONS YOU ARE INVOLVED IN**

Any professional organization you belong to or are an active member part

## LIST ALL OF YOUR WORK EXPERIENCES

Don't list the bullets points. Simply provide the company and the role(s) you held

# YOUR CAREER BIOGRAPHY

## WRITE OUT WHAT YOU LEARNED AT EACH ROLE YOU

Skill and Traits such as Six Sigma Black, leadership, management, etc.

# YOUR CAREER BIOGRAPHY

## WRITE OUT YOUR CAREER BIOGRAPHY IN LONG FORM

Using all completed sections in this sheet and your previous exercises, write out in narrative format, your career biography. Don't worry about length. You'll narrow it down soon enough.

# YOUR CAREER BIOGRAPHY

## NARROW DOWN YOUR CAREER BIOGRAPHY

Review what you have written and take out any unnecessary or redundant information.

# YOUR CAREER BIOGRAPHY

## CREATE YOUR CAREER BIOGRAPHY FOR LINKEDIN

Take what you wrote previously and narrow it down to 2,000 characters while keeping the same themes.

# YOUR CAREER BIOGRAPHY

## CREATE YOUR CAREER BIOGRAPHY FOR SPEAKING GIGS

Take what you wrote previously and narrow it down to 500 words or less while keeping the same themes.



# YOUR CAREER BIOGRAPHY

## CREATE YOUR CAREER BIOGRAPHY FOR YOUR WEBSITE BIO

Take what you wrote previously and narrow it down to 300 words or less while keeping the same themes.

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## CREATE YOUR CAREER BIOGRAPHY FOR YOUR SOCIAL MEDIA SITES

Narrow down your website bio to 160 characters or less.

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# EXERCISE 11 - WEBSITE SETUP



# YOUR WEBSITE

Let's get started building your digital brand. Remember there are two ways to go about building your site. One is building it yourself (DIY), the other is having it done for you (DFY).

## ***DONE FOR YOU (DFY)***

If you choose the DFY route, remember you will still need to learn the content management system in order to post and manage your content.

To help with this, I have created a free 13 video course to walk you through how to use WordPress. You can find this free resource at the link below.

<http://careerbranding.academy>

There are many companies you can choose to have a more DFY solution. I recommend using - [BuildYourDigitalBrand.com](http://BuildYourDigitalBrand.com)

Costs for this solution include:

\$199 one time setup fee

\$10 a month (\$120 yr.) for the Basic package

\$25 a month (\$250 yr.) for the Gold Package

Both plans include your domain, up to five pages, two email addresses, hosting, and necessary updates. As a Bonus for CareerKred book customers only, if you enter the coupon code, **BYDBRR** at checkout, you'll receive a \$10 discount on your package

# YOUR WEBSITE

## ***DO IT YOURSELF (DIY)***

The steps for building your site are simple but they may not be easy at first. To help you get started, I created a video you can watch that shows you step-by-step how to setup your website.

<http://ryanrhoten.com/blogsetup>

***NOTE:*** *This video shows the process specific to Bluehost. Other hosting companies will have a similar setup experience*

Costs to use Bluehost at the time of this writing are:

The Basic plan - **RECOMMENDED FOR STARTING OUT**

\$3.49 a month (\$41.88 yr.) for the first year.

\$7.99 a month (\$95.88 yr.) after year one.

The Plus plan

\$5.95 a month (\$71.40 yr.) for the first year.

\$10.99 a month (\$131.88 yr.) after year one.

The Prime plan (This is the one I use)

\$5.45 a month (\$65.40 yr.) for the first year.

\$14.99 a month (\$179.88 yr.) after year one.

Included in this plan is your domain name, email addresses, and your hosting. You will need to do any updates yourself which generally is completed with a few mouse clicks.

# YOUR WEBSITE

## **DO IT YOURSELF (DIY) - USING [BLUEHOST](http://bluehost.com) AS YOUR PROVIDER**

Remember, you can follow this process by watching the video posted at <http://ryanrhoten.com/blogsetup>

### **1. Select your hosting program -**

You will be able to select from three programs with different pricing and values provided. If this is your first website, I recommend starting with the basic plan.

### **2. Choose your domain name -**

This will be your firstnamelastname.com. If not available refer back to the book for suggestions on alternatives. Bluehost will also provide you with suggestions.

### **3. Install WordPress -**

This is the content management system of choice for websites. You can't go wrong with this choice. Using the free resource at <http://careerbranding.academy> will help you get you and running in no time.

### **4. Make your first blog post -**

You've got a website it's time to start using it. If you're at a loss for what to post, hold on until we get to the create step.

# EXERCISE 12

## PERSONAL BRAND LANDING PAGE

**RYAN RHOTEN**

Personal Brand Coach, Consultant, and Coa  
Denver, Colorado

 Listen to my podcast

The BRAND New You podcast will help you b  
personal brand so you can grow your influenc  
amplify your online reputation and make an in  
your career.

Listen and Subscribe: <http://bit.ly/13EB5Yx>

Through a combination of solo shows and int  
each week listeners get actionable tips and to  
help them align who they are, with what they

If you are a recruiter, career coach, personal b  
or social media expert, I would love to have y  
show. If you're interested reach out via Twitte  
me know.

Your message could just change someone's li

#recruiters, #careercoaches, #personalbrand  
#socialmedia experts.

#technology #entrepreneurship #gaming #podc

# PERSONAL BRAND LANDING PAGE

With our website built, it's now time to expand our digital brand using personal brand landing page. As discussed in the book, I recommend setting up an [about.me](https://about.me) page.

## About.me

To get started with About.me head to the [About.me](https://about.me) website and sign up. You can sign up using select social media accounts or an email address. Clicking any of the buttons will take you through the signup process.

When selecting your page name, make you use the same name you selected as your domain name when you setup your website. Remember, congruency is key. From here follow the setup wizard to get your profile up and running.

**NOTE:** *It's important for you to send a signal to Google indicating your new pages are indeed you. On both of your pages, make sure you provide a link back to your personal website.*

*This helps Google know the sites are related to you and it helps others find your website.*



# EXERCISE 13 - DIGITAL ASSETS





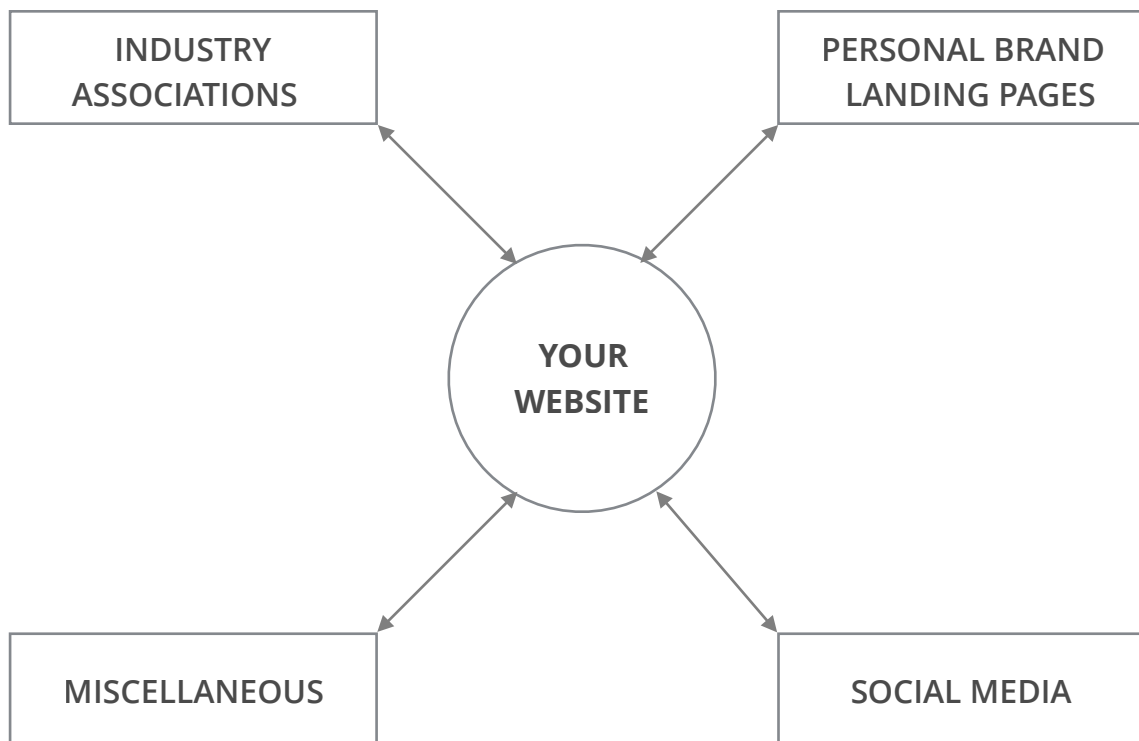
# YOUR DIGITAL ASSETS

On this worksheet we are going to capture your current and future digital assets, also known as your digital assets.

A key part of being strategic and intentional online is understanding how all of your digital assets are aligned. A digital asset is any place on the web where you have established a presence.

Common digital assets include social media accounts, personal brand landing pages, your website, industry associations, LinkedIn and other miscellaneous sites such as Tumblr, or Soundcloud.

Your goal with your digital assets is to create a consistent and congruent reflection of who you are and how you add value.



# CURRENT - SOCIAL MEDIA ACCOUNTS

Capture your current social media names (handles) and bios.

**TWITTER NAME**

*BIO:*

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**GOOGLE+ NAME**

*BIO:*

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---

**FACEBOOK NAME**

*BIO:*

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# CURRENT - SOCIAL MEDIA ACCOUNTS

Capture your current social media names (handles) and bios.

**LINKEDIN NAME**

*BIO:*

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---

---

**OTHER NAME**

*BIO:*

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---

---

**OTHER NAME**

*BIO:*

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---

---

# CURRENT - SOCIAL MEDIA ACCOUNTS

Capture your current social media names (handles) and bios.

**OTHER NAME**

*BIO:*

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---

---

**OTHER NAME**

*BIO:*

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---

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**OTHER NAME**

*BIO:*

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# CURRENT INDUSTRY ASSOCIATIONS

Industry associations are important places where you can extend your brand in your area of expertise. They are also easy to forget about. In this part of the exercise you are going to capture all of your current industry related digital assets as well as make a list of news ones you may need to join.

**ASSOCIATION**

*BIO:*

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**ASSOCIATION**

*BIO:*

---

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**ASSOCIATION**

*BIO:*

---

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---

# CURRENT INDUSTRY ASSOCIATIONS

Capture all of your current industry related digital assets.

**ASSOCIATION**

---

*BIO:*

---

---

---

**ASSOCIATION**

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*BIO:*

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What other associations should you be a member of? Write them down here.

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# CURRENT - MISCELLANEOUS ACCOUNTS

Capture any other online account where you may have a digital presence. Consider accounts such as Soundcloud, Tumblr, Business Insider, Huffington Post, Git, etc.

**ACCOUNT NAME**

*BIO:*

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**ACCOUNT NAME**

*BIO:*

---

---

---

**ACCOUNT NAME**

*BIO:*

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---

# CURRENT - MISCELLANEOUS ACCOUNTS

Capture any other online account where you may have a digital presence. Consider accounts such as Soundcloud, Tumblr, Business Insider, Huffington Post, Git, etc.

**ACCOUNT NAME**

*BIO:*

---

---

---

**ACCOUNT NAME**

*BIO:*

---

---

---

**ACCOUNT NAME**

*BIO:*

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---

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# CURRENT - PB LANDING PAGES

So we know you have at least two of these accounts. List out the other ones.

## ABOUT.ME

BIO:

---

---

---

---

## BRANDED.ME

BIO:

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---

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---

## ACCOUNT NAME

BIO:

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# CURRENT - PB LANDING PAGES

So we know you have at least two of these accounts. List out the other ones.

**ACCOUNT NAME**

*BIO:*

---

---

---

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**ACCOUNT NAME**

*BIO:*

---

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---

**ACCOUNT NAME**

*BIO:*

---

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## The Integrate Step Checklist

- ☐ Take the Digital Brand Assessment (if not already completed)
- ☐ Score: \_\_\_\_\_
- ☐ Conduct a digital audit

### Step #1 - Your Career Story

- ☐ Complete the Career Biography worksheet
- ☐ Develop bios for social media

### Step #2 - A Personal Website

- ☐ Identify the keywords you want to be known for
- ☐ Select how you want to build your website: DIY or DFY \_\_\_\_\_
- ☐ Identify your domain name \_\_\_\_\_
- ☐ Setup your website

### Step #3 - Personal Brand Landing Pages

- ☐ Setup your Personal Brand Landing Pages

### Step #4 - Social Media

- ☐ Setup your LinkedIn profile (Use bio from Career Story exercise)
- ☐ Setup your Twitter profile (Use bio from Career Story exercise)

# THE CREATE STEP



# THE CREATE STEP

Create can be a challenging step for many people but it's also a really important step for boosting your CareerKred. Its purpose is two-fold. First, it's designed to get people to LIKE you or not. Second, it will take you out of your comfort zone.

Stepping out of your comfort zone during the Create step is required. The Create step is you telling the world who you are and how you add value by creating content in your area of expertise for others to consume. In large part, this means you will vet your thoughts out in public.

The best way to create content, is to start blogging. The preferred method is to do this on a website you own and control but there are other methods as well and we'll discuss the pros and cons of each. Having your own place on the web is a critical part of the Integrate step. For many of you, blogging will be difficult at first.

This is especially true if you haven't taken the time to Define what you want to be known for.

This so important to the Create step that if you can't articulate it out loud, you will not be able to move forward in the process.

Creating content in your area of expertise will most likely begin with writing. In addition to writing, other types of content you will create include images, audio and video. I view all of these as a pyramid, with one stacked on top of the other.

Writing is at the base of the pyramid. It serves as the foundation. In terms of sophistication, it's the easiest execute because It only requires your brain and a writing utensil. The other content types sit on top of written content.

The content you create in this step will act as a magnet, repelling those who don't like your thoughts, insights and ideas and attracting those who do. This magnet helps people know where you stand, it gives them an idea of who you are, your thought process and what you're about.

The Create step is key to providing insight into you as a person or potential employee. This is what helps companies determine cultural fit.

This eBook is an excerpt from the companion workbook to the book, CareerKred. However, I believe I have included enough instructions on each page for you to complete the exercises.

That said, the book contains further explanation and reasons behind the exercises. If you struggle to complete the exercises in this eBook, I encourage you pick up a copy of the book.

If for some reason, you find the book does not help you get “unstuck”, then by all means please send me an email and me your question.

You can reach me at [ryan@careerbrand.co](mailto:ryan@careerbrand.co)

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page

# EXERCISE 14 - CONTENT MUSCLE





# YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

## 10 WEBSITES YOU VISIT REGULARLY:

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## LAST 10 BOOKS YOU READ:

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## 10 TOPICS IN YOUR INDUSTRY THAT INTEREST YOU:

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# YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

## 10 THINGS YOU LOVE ABOUT YOUR INDUSTRY:

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## 10 THINGS YOU WOULD IMPROVE ABOUT YOUR INDUSTRY:

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## 10 TOPICS THAT RUN PARALLEL TO YOUR INDUSTRY:

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# YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

## 10 PEOPLE YOU ADMIRE OR LOOK TO AS A MENTOR IN YOUR INDUSTRY:

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## 10 TOPICS YOUR MENTORS HAVE POSTED ABOUT IN THE LAST MONTH:

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## 10 WAYS YOU AGREE OR DISAGREE WITH YOUR INDUSTRY MENTORS:

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# YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

## 10 CONFERENCES OR TRADE SHOWS IN YOUR INDUSTRY:

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# **EXERCISE 15**

## **BECOME A CREATOR**



# BECOME A CREATOR

In this exercise, you are going to go from being a consumer to becoming a creator.

Refer back to exercise 14, Your Content Muscle, and pull from the list of topics one you are passionate about. Once you've selected your topic, sit down and write about it.

Don't worry about grammar, spelling or publishing styles. Just write. When you've finished, save it and put it away for one day.

After one day, go back and read what you wrote.

Review and edit it for grammar and spelling. Review it for context. Once you've finished editing it, copy and paste your text into an online tool called [Polish My Writing](#).

This application will take care of any spelling and grammar errors you may have missed.

After completion, log into your website, copy and paste your post and click the publish button.

Congratulations.

You've just taken the first step to becoming a Creator.



# **EXERCISE 16**

## **REPURPOSE YOUR TIME**

# REPURPOSE YOUR TIME

In this exercise you'll document where your time is spent in a given day.

Capture all time spent during the day including the following:

1. Sleep
2. Commute
3. On the Phone
4. Answering or writing email
5. Any social media use (capture the platform as well)
6. Video Games
7. TV or Movies
8. Socializing
9. Eating out (Dining in general)
10. Exercise
11. Other as needed

By capturing where you spend your time, you'll be able to make smart decisions about where to spend your time going forward. Yes. You may need to stop doing certain activities in order to start new ones, but that's the point isn't it.

If you really want to make a new future for yourself, you will have to make decisions that align with that future. Anything else, is wasting time.



# REPURPOSE YOUR TIME

Midnight

1

2

3

4

5

6

7

8

9

10

11

Noon

1

2

3

4

5

6

7

8

9

10

11

# EXERCISE 17

## REPURPOSE CONTENT



# REPURPOSE YOUR CONTENT

This exercise falls under the category of simple but not easy. You are going to repurpose the content you produced in last exercise.

To do this, reread your post.

Look for quotes, snippets and different ways you can turn your content into a new piece for a different platform. At a minimum, try to create the following three pieces of additional content.

- 1 - An Instagram quote post
- 2 - A Facebook post
- 3 - A Slideshare post

Doing this for one post, has the potential to introduce you to new audiences and provide you with a much greater reach than you can achieve by only posting on your own website.

# EXERCISE 18 - KEYWORDS



# YOUR KEYWORDS

In this exercise, you're going to take the keywords you identified earlier and narrow them down to the ones you want to use going forward. For each of your current keywords try to find three to five alternative keywords.

## ***1. WRITE DOWN YOUR INITIAL KEYWORDS***

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## ***2. WRITE DOWN NEW KEYWORDS USING GOOGLE AUTOCOMPLETE***

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## ***3. WRITE DOWN NEW KEYWORDS USING GOOGLE SUGGESTIONS***

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# YOUR KEYWORDS

## ***4. WRITE DOWN NEW KEYWORDS FROM GOOGLE TRENDS***

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## ***5. WRITE DOWN NEW KEYWORDS FROM ALTERNATIVE TOOLS***

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## ***6. WRITE DOWN NEW KEYWORDS FROM GOOGLE KEYWORD PLANNER***

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# The Create Step Checklist

☐ Take the Digital Brand Assessment (if not already completed)

☐ Score: \_\_\_\_\_

## Step #1 - Content

☐ Complete the Content Muscle worksheet

☐ Select and write one article from your Content Muscle worksheet

## Step #2 - Repurpose Your Content

☐ Complete the Repurpose Your Time worksheet

☐ Repurpose the content you created in step one, into three pieces of content

## Step #3 - Content Curation

☐ Identify and narrow down the keywords you want to be known for

☐ Identify influencers and industry sites to follow

☐ Setup content curation accounts:

☐ Setup RSS Reader account (Feedly or Inoreader)

☐ Setup your Applet account ([IFTTT.com](https://IFTTT.com) or [zapier.com](https://zapier.com))

☐ Setup your Go-Between account (Buffer)



# THE ENGAGE STEP





# THE ENGAGE STEP

By the time you get to the Engage step, you have defined your brand and what you want to be known for. You've strategically integrated your brand online in a way that will highlight your CareerKred and you've started sharing your thoughts and expertise online.

As a consultant, a business of one, selling your services to your customer (employer) it is important for people to get to know, like and trust you in order for them to do business with you. At this point in the D.I.C.E. process, you have given anyone searching for you online all the reasons they need to know and like you. The Engage step will help you build trust.

There is no mystery to the Engage step. It is exactly what you think it is. It's reaching out to like-minded peers to build your network within and outside of your industry. You'll do this by engaging with them via social media, meetups or even a good old-fashioned phone call.

The Engage step requires direct interaction with the audience you have built or are trying to reach. This interaction will help you build trust with people who can further help you grow your CareerKred.

Ultimately, it's in the Engage step where you will meet people who have the ability to help you impact your career.

It's important for your message to remain consistent. Your audience will expect certain topics and conversations from you. This doesn't mean you can't go "off band" occasionally, but to do that, you need to have first earned their trust.

This eBook is an excerpt from the companion workbook to the book, CareerKred. However, I believe I have included enough instructions on each page for you to complete the exercises.

That said, the book contains further explanation and reasons behind the exercises. If you struggle to complete the exercises in this eBook, I encourage you pick up a copy of the book.

If for some reason, you find the book does not help you get "unstuck", then by all means please send me an email and let me know your question.

You can reach me at [ryan@careerbrand.co](mailto:ryan@careerbrand.co)

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page.

# EXERCISE 19

## YOUR CONNECTION STRATEGY

My Plan:

# YOUR CONNECTION STRATEGY

In this exercise you will outline your personal connection strategy. As I stated in the book, a good connection strategy consists of the following three parts.

1. Defining your goals.
2. Identifying people to connect with.
3. Knowing where those people hang out.

To get started, you need to identify your goals. In order to make sure you stay on track and keep focused, capture your goals here. You'll want to refer back to these goals if you have a question about reaching out to any particular individual.

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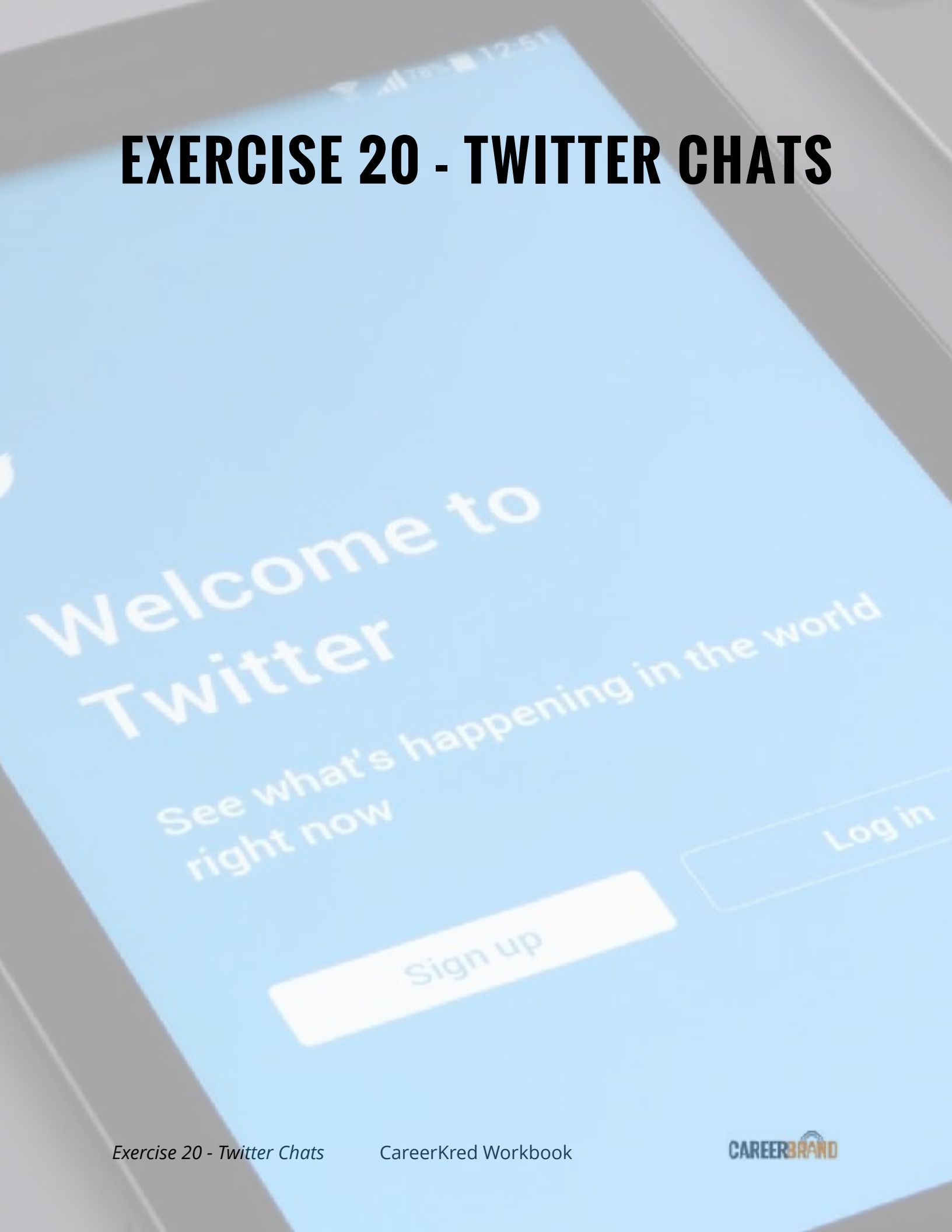
For steps two and three, identifying people and knowing where they hang out, you'll follow the suggestions provided in the book and document them on the next page.

# YOUR CONNECTION STRATEGY

Following the example in the book, document on this page the people you want to make a connection with. The first line is completed as an example.

Contact	Contact Method	Social Media Handle	Status
Ryan Thorne	Twitter, LinkedIn	@RyanThorne	Reached out on LinkedIn 12/12/2016

# EXERCISE 20 - TWITTER CHATS



# TWITTER CHATS

In this exercise you'll participate in a Twitter Chat. Using your keywords, head over to Twitter and search for a chat using your keywords with a hashtag. Example: #CareerKred

## ***1. Find Twitter Chats -***

Using your keywords with a hashtag, search on Twitter to see what you can find. Also remember to search on the alternative sites listed in the book.

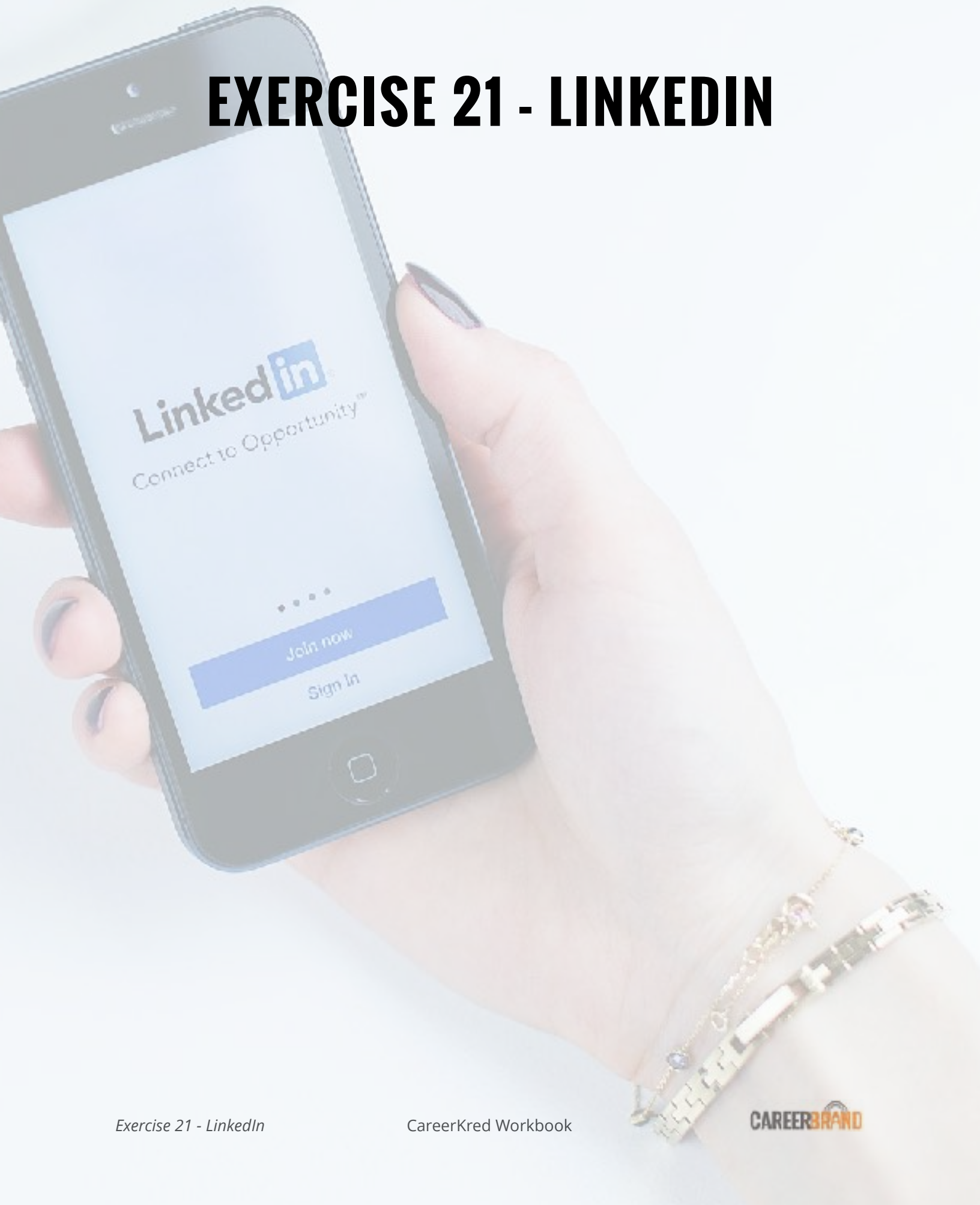
## ***2. Lurk in a chat -***

Take some time at the beginning to stay behind the scenes, in order to get a feel for how the chat runs. Although they are all very similar, some have different rules and structure.

## ***3. Dive in a participate -***

Once you're comfortable with the chat, get in there and participate. Answer questions and add value to the discussion. Just remember to use the chat hashtag (#) in your answers.

# EXERCISE 21 - LINKEDIN





# LINKEDIN

Like it or hate it, there's no denying the power of LinkedIn for connecting with your audience. In earlier exercises, you set your profile up for success.

In this exercise, you'll start to take full advantage of LinkedIn when it comes to growing your audience and making new connections.

## ***1. Publish a post on Pulse -***

Take the time to publish a post on LinkedIn. I recommend using the same post you published to your website earlier.

## ***2. Like a post -***

As you scroll through your news feed find an article you like, preferably one from someone on your connection list and click the LIKE button.

## ***3. Comment on a post -***

For the same article you just liked, write a few comments about the post. What did you like, not like, agree or disagree with. You're guaranteed to capture the author's attention.

## ***4. Share a post -***

For the same post you just liked and commented on, take the additional step of sharing it with your network. The button is right there, click it and share it.

## The Engage Step Checklist

☐ Take the Digital Brand Assessment (if not already completed)

☐ Score: \_\_\_\_\_

### Step #1 - Network Like Rock Star

☐ Identify times in the past week where you engaged in networking

☐ Establish your networking goals

☐ Identify who you should network with

☐ Develop your connection strategy

☐ Setup your curation workflow

### Step #2 - Using Social Media

☐ Identify and participate in a Twitter chat

☐ Get involved on LinkedIn. Like, comment, share and post an article using Pulse

### Step #3 - Expand your reach

☐ Comment on an influencer or industry blog post

☐ Answer a question on Quora

☐ Identify a conference to attend

☐ Identify and attend a Meetup in your area