Personal Branding

Inés Constantin for CareerFairy

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Welcome!

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We all know **B**rands - but what is a personal brand?

We all know **B**rands - but what is a personal brand?

"Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you."*

It is about YOU – the person and the professional.

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*Source: Karl D. Speak - Founding Principal & Exec. Consultant". Brand Tool Box. Retrieved 2018-07-31.

A STRONG personal brand

- Shows **WHO** you and your clients are
- **Why** you should have one
- **How** you build it
- **What's** the best way to promote it
- **Where** to promote it

What is needed is consistent and honest communication, both online and offline.

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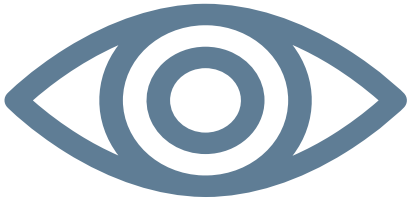
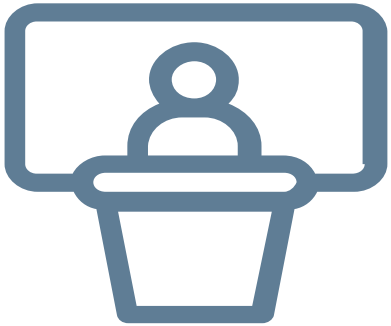
Photo: New Scientist Jobs

Why! you should start having a personal brand…



increase your visibility

Network with
potential employers



Share knowledge
+ build reputation

Get recognize
for your expertise

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http://dialoguereview.com/learning-key-success-future/

How your build your personal brand

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1. **How** your build your personal brand

Conduct a personality diagnostic

a. Define your values
Values list on
https://www.constantinconsulting.ch/freebies/

b. Discover your passions

c. Analyze your key traits
https://www.outofservice.com/bigfive

2. **How** your build your personal brand

Create a kickass inventory
(= SWOT analysis)

https://ntu.jobscentral.com.sg/

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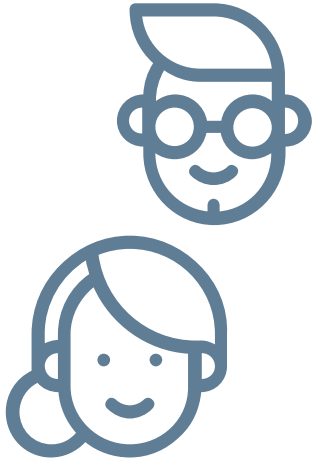
3. **How** your build your personal brand



Develop your personal image

a. professional headshots, use them across all platforms like LinkedIn etc. https://www.youtube.com/watch?v=hiDrmIgf4N8
b. Personal Email + Signature
c. Dress the part

4. **How** your build your personal brand

Define Your Target Audience

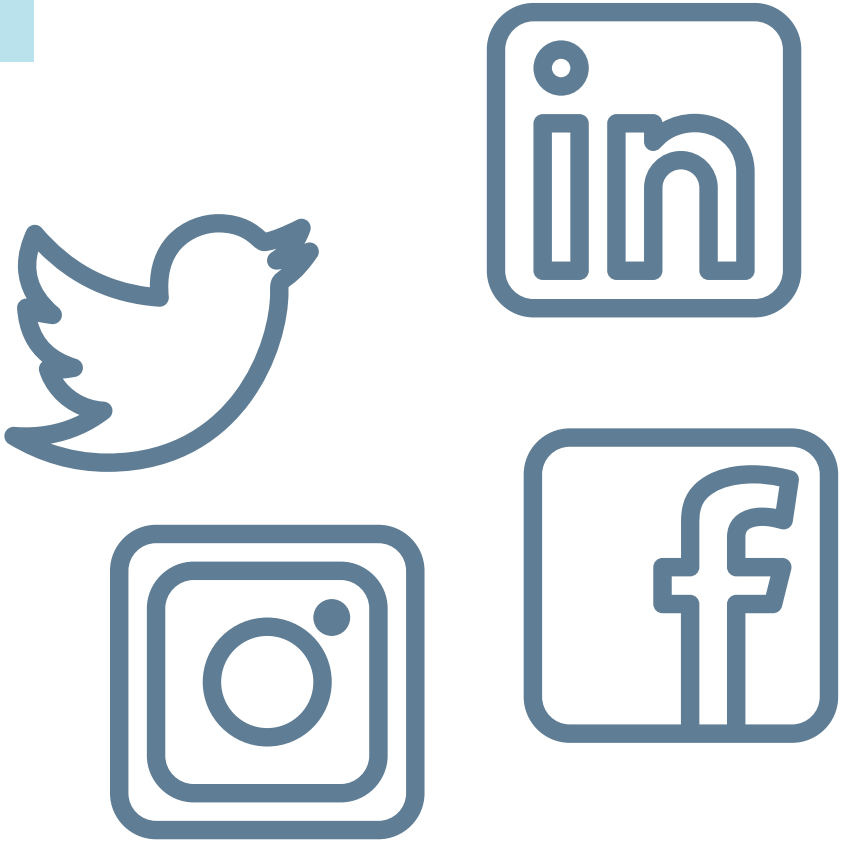
a. the person who will pay you
b. the person who influences the potential boss
c. your supporters

What's the best way to promote it

- Be visible and «in play»
- be a source of relevant and good information
- give back
- Videos over text

Where to promote it

Build Your Online Presence



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THANKS!

Do you have any questions?

Get in touch!

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