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# Personal branding guide

Five steps to build your personal brand

Your personal brand is a combination of your reputation and the value you bring to the workplace. In a competitive job market, it's important to be intentional about creating a personal brand that clearly communicates who you are and what you have to offer.

## In this guide...

**YOU'LL LEARN FIVE STEPS FOR BUILDING YOUR PERSONAL BRAND**

- 1 Identify your attributes**
- 2 Define your goals**
- 3 Curate an audience**
- 4 Tell your story**
- 5 Promote yourself**



# 1 Identify your attributes

## POINTING OUT WHAT MAKES YOU GREAT

Your personal brand sits at the intersection of what you think about yourself and what others think about you. Here are a few ways to dig deeper and uncover your core brand attributes:



### **Pick five qualities that describe you**

List a few characteristics that describe who you are. Are you adventurous? Creative? Reliable? Wise? If you don't know where to start, think about some compliments you've received from teachers, mentors or other leaders.



### **Think about the bigger picture**

What would you do if you had unlimited time and resources, and knew you couldn't fail? Your personal brand does more than help you land your next job; it's your north star for who you hope to become down the road.



### **Follow your leaders**

Pick three to five people who inspire you the most. Why do you admire them? Even if you don't have much in common, pinpointing what you value in others can help you begin cultivating those same values for yourself.



### **TIP**

If you're struggling with identifying your own attributes, reach out to a friend or trusted colleague to ask how they would describe you.

# 2 Define your goals

## WHAT DOES SUCCESS LOOK LIKE TO YOU?

Defining your goals starts with one question: What do you really want? Thinking broadly about what you want from your career will help you develop a brand that aims to achieve those goals. Here are some questions to consider:

**What do I want *more* of?**



Are you looking for more flexibility?  
A bigger purpose? A higher salary?

**What am I *missing*?**



What's currently lacking from your current position that you'd like to have?

**Whom do I need to *connect* with?**



What relationships do you need to build to be on track to meet your goals?  
Who can help you take the next step?

Answering these questions can sometimes feel like you're shooting for the moon. Remember, these goals don't need to have a timeline attached to them; they're designed as a guide for developing your personal brand and helping you get what you want out of your career.



# 3 Curate an audience

## HOW TO ATTRACT THE RIGHT PEOPLE

Your personal brand is designed to attract the right people to your door, but figuring out who those people are and what's important to them can be overwhelming. Here are some simple ways to identify your target audience:



### **What do *you* want?**

Where do you want to live? What industry do you want to work in? What companies are there? What kind of work do you want to do? Setting parameters for yourself will help you narrow the focus for finding your target audience.



### **What do *they* want?**

Researching what your target audience is like and what their needs are will help you learn to speak their language. Reach out to people in the roles you're interested in to understand what it's really like. You can tap into your existing network or attend networking events through websites like **Meetup** or **Eventbrite**.



### **Where do *you* fit in?**

Put yourself in the shoes of your target audience. What challenges are you facing? How is that impacting business? Throughout your research and conversations, think about what value you can add to help solve some of their problems.



### **TIP**

Narrow your focus by researching companies and industries through Vault. Just log in to **PhoenixLink** and click on Careers > Jobs & Internships > Vault (new window).

# 4 Tell your story

## CRAFTING YOUR MISSION STATEMENT

Once you know what's important to your target audience, you need to communicate the value you bring to the table. Here's a simple framework for creating your personal brand's mission statement:

“ I help [target audience] do/understand [what] so they can [desired outcome].”

Here are two examples to get you started:

### Career coach

“ I help people who typically have 15-20 years of work experience transition to industries or roles that differ from their background so they can find work they love, they're good at and pays what they deserve.”

### Fundraiser

“ I'm interested in connecting nonprofit organizations to high-net-worth donors so they can raise enough money to cover operating expenses and continue to support causes they care about.”



### TIP

Your statement should be backed up with experience, education or specific success stories found in your resumé, cover letter or LinkedIn profile to help paint the larger picture of your personal brand.

# 5 Promote yourself

## HOW TO PUT YOURSELF OUT THERE

Once you've defined your brand and found your audience, it's time to promote yourself. Here are some ways to put your best brand forward:



### See where you stand online

Do a quick Google search of yourself and evaluate where you stand online. If what rises to the surface is inconsistent with how you want to be perceived, don't worry. It can take time to develop an online reputation that accurately reflects your personal brand. If you're worried your online presence could negatively impact your career goals, consider hiring a reputation manager.



### Develop a promotion strategy

Once you know where your current brand stands, you can start implementing ways to promote your new personal brand. Here are a few ways to get started:

- Completing your **LinkedIn profile**
- Building and sharing your personal website
- Participating and networking at key industry conferences

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