Developing a Personal Brand

Who are you and what do you stand for? The term “personal brand” is being utilized in the job search business and knowing how to “sell” yourself could be just what you need to get yourself in the door. There is no doubt that you have developed a number of skill sets over the past number of years. The trick is knowing how to market these skills – for all sorts of jobs. This personal brand will help you stand out from the crowd.

Let’s get started…

1. What makes you different? Brainstorm what sets you apart from others here. From the wacky to the mundane, include it all here. What noteworthy trait do you possess? What would others say about you? What do you do that is remarkable? What skills do you have that could add value to a project, organization or company? What have you accomplished that you can brag about? What are you most proud of?

2. Now, the hard part. Translate this information into a statement that is 15 words or less.

3. Reread the statement. If it doesn’t grab you, keep working on it here.

4. Once you are satisfied with your statement, learn it. You should be able to eloquently say it in 30 seconds or less. Some people call this an “elevator speech,” meaning that at a moment’s notice, you could sell yourself in a positive and meaningful fashion to anyone you meet. You just never know where a connection may lead.

Practice saying your statement to friends and family members.

5. Your personal brand is – and should be – a work in progress. Now consider this: What do you want to be famous for? As you work to make yourself stand out, keep in mind your long-term goals. What skills will you need to further develop in order become famous in this fashion? Brainstorm here and then consider what you can do to actively work on developing these skills.

Branding yourself takes time and energy. But beginning the work now will only help you in the long run. Work hard on becoming the best advocate for yourself, solicit feedback from others on how you are doing and continually strive to be the best YOU that you can be. After all, no one can be you better than yourself. And, that, in and of itself, is something that makes you stand out from all the rest.

Promoting Your Brand

Take a look at what you are wearing or take a quick glance at those around you. How many brands do you recognize? And what does what you are wearing or using say about you? Whether you like it or not, you are branded! Take a lesson from the big companies who are standing out from the rest. Their brands send a message about what they stand for and what kind of value you have come to expect from them. Now, what kind of message and strategy will you use to promote your brand?