

PERSONAL BRANDING

So, what is a personal brand? How do you determine yours?

YOUR PERSONAL BRAND IS WHAT YOU'RE KNOWN FOR

Your personal brand is deeply rooted in who you are, your passions, your expertise, and what value you bring to the company. It is what differentiates you from your peers.

Companies want to hire you for the uniqueness you bring to the table. Not because you are the same as everyone else. It's your story and messaging about who you are professionally. It is uniquely you.

Questions to determine your personal brand:

- **What are you known for at your company?**
- **When people talk about you, what do they say? What do they tell others to go to you for?**

For example: "Go to John for anything having to do with customer relationship building. His clients love him," or, "Janet is an expert in enterprise software sales. She can answer any question about that brand," or, "Mike can tell you in five minutes why that machine broke down. He knows them like the back of his hand."

- **What is your very favorite part of your job? Where do you really shine? Where do you excel?**
- **What makes you passionate about your job?**
- **What value do you feel you bring to your company?**

Being honest with yourself when answering these questions is key and will help you determine your personal brand a lot quicker than if you try to be everything to everyone. So, get a pad of paper and start jotting down keywords or phrases you hear when people talk about you.

Now, look at your own career and see where slowly your brand began to take shape. Do you see similarities between my story and yours? Can you tell where at some point you were given more responsibilities in a certain area? Do you see where your skills developed and you became successful in a given area? When you look back at your career and see your steady progression, it's easy to spot where your brand has taken root, developed, and flourished over the years.

I HAVE THIS GREAT PERSONAL BRAND. NOW WHAT?

So now you have this fantastic personal brand and may be thinking, "Awesome. Now what?" Now you need to put it to use in your job search.

Here are a few ways to do that:

1. REVAMP YOUR SOCIAL MEDIA

Head over to each of your social media profiles you use professionally and ensure your brand stands out. Create a new tagline or header in LinkedIn that focuses on your brand and the value you bring. If on Twitter, make sure all of your tweets showcase your expertise and brand. If you are using Facebook professionally, keep your posts focused on your projects and accomplishments that focus on your brand. The same goes with any other social media you are using to establish your expertise and –dare I say–brand dominance. Keep it consistent and brand-focused.

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2. USE YOUR PERSONAL BRAND TO EXPAND YOUR NETWORK

As a huge fan of LinkedIn, it is my go-to for networking. Use your brand to reach out to other people who have similar roles. It's a great way to break the ice and get to know others in your industry. Offer insight to LinkedIn groups that are related to what you do. Engage with group members and add thoughtful answers.

Source: Kennedy, Erin 2019, Simple Steps to Discover Your Personal Brand During a Job Search
www.jobscan.co/blog/personal-brand-job-search/

For more information:
<https://www.jobscan.co/blog/6-ways-use-personal-branding-enhance-job-search/>