

PERSONAL BRANDING 101

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*Everything you need to stand
out online.*



By MyAdvisorSays.com

Step 1:

On the next page you will see a long list of adjectives. These are descriptive words that one might use to describe their personality. Take a moment to read over these adjectives and make a note of any that immediately jump out at you.

Then proceed to the next page and answer the questions using the adjective list as a reference. Remember there is no right or wrong with this, it is simply how you would describe yourself. No value judgements.

Bonus step: Have someone close to you answer these questions about you. A sibling, a spouse or a parent is someone who might offer some valuable insight. Often we can not accurately pick out our best qualities but others have a much easier time listing them off.

Step 2:

The next step is to take all of these insights into consideration when building out your personal brand. Your personal brand should be just that; yours, and personal. This is important because if you simply create what you think others will like (such as hiring managers) you may end up working for a company that's not a good fit, because you weren't honest about what makes you You. Remember its about fitting in with the company culture and being able to be your best self in a job you are happy to do at a company you like working for.

A few questions to consider:

What color represents those words you selected above?

How can you visually represent yourself so that those adjectives are felt in your artifacts? For example on your website, resume, or in your LinkedIn verbiage?

How can you phrase your experiences so that the reader is feeling what you want them to feel?

Remember, your resume, website, or online persona is a first impression. How would you want to be perceived? What do you want people to know about who you are as a person and what is important to you?

Accepting	Cultured	Gentle	Naïve	Self-assured
Accurate	Curious	Genuine	Neat	Self-confident
Active	Dainty	Giving	Noisy	Self-conscious
Adaptable	Daring	Grouchy	Nurturing	Self-disciplined
Adventurous	Dark	Gutsy	Obliging	Self-sacrificing
Affectionate	Dashing	Happy	Observant	Self-starter
Agreeable	Decisive	Hard	Open-minded	Self-sufficient
Alert	Dedicated	Working	Opinionated	Sensible
Ambitious	Deliberate	Helpful	Optimistic	Sensitive
Arrogant	Delightful	Hilarious	Organized	Serious
Articulate	Demanding	Honest	Outgoing	Sharp-witted
Artistic	Dependable	Honorable	Passionate	Shy
Assertive	Detail-oriented	Hopeful	Passive	Silly
Athletic	Determined	Humble	Patient	Sincere
Authentic	Devoted	Hyperactive	Perceptive	Skillful
Aware	Dignified	Idealistic	Perfectionist	Smart
Awkward	Diligent	Imaginative	Perky	Smiling
Balanced	Direct	Immature	Persistent	Sociable
Boastful	Disciplined	Impartial	Personable	Sophisticated
Bold	Discreet	Independent	Pleasant	Spirited
Bossy	Discriminating	Individualistic	Plucky	Spiritual
Brave	Dominant	Industrious	Poised	Spontaneous
Bright	Dreamer	Influential	Polite	Spunky
Busy	Eager	Inquisitive	Popular	Stable
Calm	Easygoing	Insightful	Positive	Steadfast
Capable	Efficient	Intellectual	Practical	Strong
Carefree	Emotional	Intelligent	Precise	Stubborn
Careless	Empathetic	Intense	Pro-active	Studious
Caring	Encouraging	Intuitive	Problem-solver	Supportive
Casual	Energetic	Inventive	Productive	Sympathetic
Cautious	Entertaining	Joyful	Protective	Tactful
Charming	Enthusiastic	Judgmental	Proud	Tense
Cheerful	Ethical	Kind-hearted	Punctual	Thorough
Clever	Exuberant	Knowledgeable	Purposeful	Thoughtful
Clumsy	Fabulous	Laid-back	Questioning	Thrifty
Comfortable	Fair minded	Leader	Quick-witted	Tidy
Compassionate	Faithful	Light-hearted	Quiet	Timid
Competent	Fancy	Likable	Rambling	Tolerant
Complex	Fashionable	Lively	Rational	Tough
Composed	Fearless	Logical	Realistic	Trusting
Confident	Feisty	Loving	Reasonable	Trustworthy
Conscientious	Feminine	Loyal	Receptive	Truthful
Conservative	Fighter	Lucky	Reflective	Unassuming
Considerate	Firm	Manipulative	Relaxed	Unbiased
Contrary	Flexible	Materialistic	Reliable	Understanding
Cool	Forceful	Mature	Reserved	Unique
Cooperative	Forgiving	Mean	Resilient	Unselfish
Courageous	Formal	Messy	Resourceful	Upbeat
Courteous	Friendly	Meticulous	Respectful	Warm
Crazy	Fun-loving	Modern	Responsible	Witty
Creative	Funny	Modest	Rude	Youthful
Credible	Generous	Motivated	Sad	

Personal branding questions

Use the personality descriptors above answer the following questions.

1. What descriptors would you say most describes yourself?
 2. Which 5 descriptors are the most important to you?
 3. What are the top 3 that you would like to be known for?
 4. What 10 would you expect your best friend/sibling would use to describe you?
 5. At work what are the descriptors would you say characterize your work style?
 6. If you had the perfect boss, what descriptors would you use to describe them?
 7. In your ideal job describe the atmosphere / company culture using just 3 from the list.
 8. Think of someone you admire; list 4 from the list above that describe them.
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What is your favorite color?

What is your least favorite color?

If you could take a vacation anywhere (any \$\$ was no object) where would you go?

How would you describe your sense of style?

What are your strengths? (list at least 3)

What are 3 of your weaknesses?

When you are at your most engaged at work, what does that look like?

What management style do you work best under?

If you had a day to do anything you want, what would you do?

If you could have any superpower what would you chose?





Building a Professional Profile

Showcase your experience & interests

Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as "Grad Student, National University" or "Recent Student affairs grad seeking marketing position." Check out the profiles of other professionals for ideas and inspiration.

Pick an appropriate photo

LinkedIn is not Facebook. Choose a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pictures with your puppy.

Show off your education

Include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy! Your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won.

Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter - concise and confident about your goals and qualifications. Include relevant practicums, volunteer work, and teaching activities. Present your summary statement in short blocks of text or bullet points for easy reading.

Fill "Skills" with keywords

"Skills" is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want

Update your status weekly

A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or quick catch-up phone call.

Show connectedness by following groups

Joining groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most professionals start by joining their University's LinkedIn group as well as the larger industry groups related to their professional societies and subgroups.

Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, directors and colleagues, professional mentors & other students.

Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to "public" and claim a unique URL for your profile.

Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying links in your profile. You can direct people to your website, blog, or Twitter feed. Slideshare and Prezi are easily embeddable. You can also have a downloadable pdf version of your resume. List projects and presentations. This allows others to see what you are working on and could lead to collaboration opportunities.

Personal Branding Checklist



Offline

- Make a list of professional goals for this year
- Memorize your elevator speech
- Identify your dream job
- Find someone who has that job and reach out to them
- Order networking cards
- Design a great looking resume *hint check out our blog!*
- Attend local networking events
- Find a mentor in your industry
- Attend speakers and corporate tours at your university

Online

- Google yourself: Be sure to also check images
- Have a personal / portfolio website
- Include a blog on that website
- Read / Follow / Connect with other bloggers in your industry
- Post presentations you have created on SlideShare
- Create a professional Gmail address to use only for job searching and professional social media accounts
- Curate your published articles on Pressfolio
- Set up google authorship and alerts for your name

Facebook

- Adjust your privacy settings
- Delete anything inappropriate
- Test your settings by using someone you are not connected to and see how your profile looks to the outside
- Follow the pages of the brands / companies you are interested in

Twitter

- Craft an informative bio and include a good headshot
- Identify industry twitter chats you can participate in
- Join the conversation happening around the industry / company of your choice
- Follow companies and thought leaders in your industry
- Share articles to show industry knowledge

LinkedIn

- Have a good headshot
- Claim your unique URL
- Join professional society groups
- Join your school's alumni group
- Craft a well written summary
- Include relevant skills and ask for endorsements
- Share updates and articles
- Publish blog posts relevant to your industry
- Connect with professionals in the industry / company you are interested in
- Ask for recommendations from supervisors and professors
- Write recommendations for your colleagues

Make it easy to be found!