



BUILD YOUR PERSONAL BRAND

The art of **marketing** is the art of brand building. If you are not a brand, you are a commodity.



STEPS FOR BRANDING



DEFINING YOUR BRAND



Without understanding the skills you need and want to promote,
you cannot establish your niche in the marketplace



**WRITE DOWN YOUR TOP 3 SKILLS THAT
YOU WISH TO PROMOTE**

SELF ASSESSMENT TOOLS

1. Myers-Briggs Test
2. Strong Interest Inventory
3. Career Beliefs Inventory
4. Values Assessment
(www.myplan.com)
5. Kiersey Temperament Sorter

Criterion

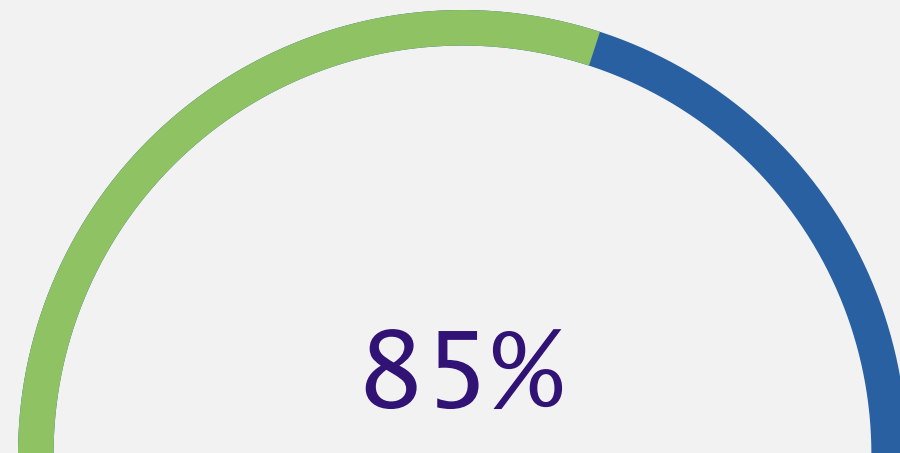
1. Personality Profiler
2. Leadership Assessment
3. Remote working assessment
4. Corporate Communication
5. Emotional Intelligence

POSITIONING YOUR BRAND

- Does your brand compliment your desired career path?
- What are your customers looking for?



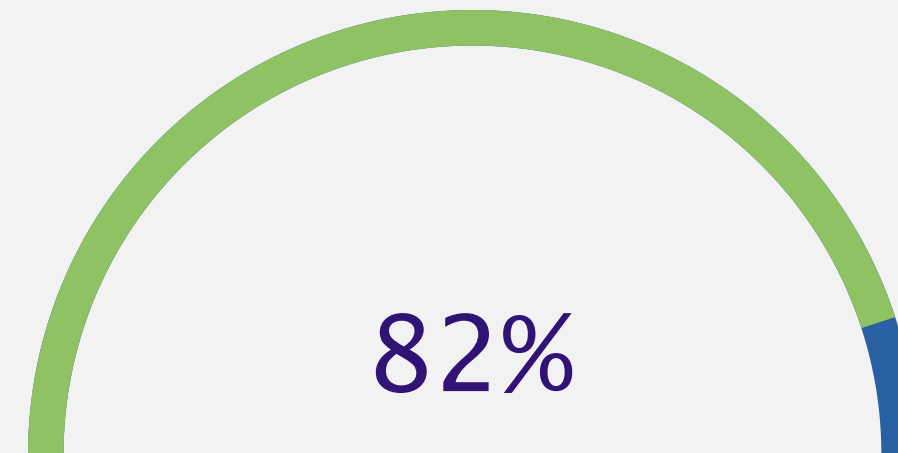
DO CANDIDATES LIE IN THEIR RESUMES?



of employers caught
job candidates lying
on their resumes.

SOURCE: HireRight Survey

SKILL ASSESSMENT TESTS: PREVELANCE



of companies are
using some form of
skill assessment
tests.

SOURCE: Talent Board's Candidate Experience Research Report

  QUALITY

VALUE  

  CONSISTENCY





- How do you describe what you are and what you do without using lingo or jargon that sounds boring?
- How do you serve your customers, gearing your message to reflect their needs?
- How are you helping your customers solve their problems?
- What is one recent success story – again, showing concrete examples?

I am a software skills trainer. I work with my customers to fully understand their needs, and design customized software training to address those needs.

Many of my customers require training for employees with limited computer proficiency, and I make sure that the training I deliver is targeted directly at their skill level.

For example, last month a client needed Excel training for a group of administrative assistants who were experienced only with Microsoft Word. I created a module appropriate for their level of knowledge and adapted the tasks that they needed to learn to perform.

The client called me two weeks ago to tell me that every person I trained is now productively using Excel.

CAREER BRANDING TRENDS

IN	OUT
CONTEMPORARY RESUME BRANDS	STANDARD CHRONOLOGICAL RESUME
USING SOCIAL MEDIA EFFECTIVELY	IGNORING SOCIAL MEDIA PRESENCE
CUSTOMIZING TO CUSTOMERS	ONE SIZE FITS ALL APPROACH

RESUME FORMAT

- Skill based
- Accomplishment based

Outcomes and results are everything to a prospective employer, and you must show that you are outcome driven.

SUGGESTIONS

- Be concise
- Use action verbs (Advanced, boosted, diversified, contributed, etc...)
- Identify and use keywords
- Proof read and edit
- Update constantly



RESUME FORMAT - Suggestion

HEADING	INCLUDE
SUMMARY/QUALIFICATIONS	Name, address, telephone number(s), email address, LinkedIn URL
WORK EXPERIENCE #1 ACCOMPLISHMENTS	Qualifications and skills from your background, customized directly to the job you are applying for, using key words pulled from the job description. This serves as a resume headline.
WORK EXPERIENCE #2 ACCOMPLISHMENTS	Write in reverse chronological order. Briefly summarize experience in about two or three sentences.
EDUCATION	Write in reverse chronological order.
CERTIFICATION, AWARDS, PROFESSIONAL MEMBERSHIPS	These are optional sections to include as appropriate.

SOCIAL MEDIA

- Personal networking sites , such as Facebook
- Professional networking sites, such as LinkedIn
- Blogging and micro blogging platforms, such as Word Press, Tumblr, or Twitter.
- Photo and video sharing platforms such as Instagram
- Personal websites, which might include your resume and links to your work.



SOCIAL MEDIA PLANNING

- What is your reason for being online?
- What is the message you want to share or communicate?
- Whom do you want to hear your message?
- What do you want to happen as a result of the message being shared?

TIPS FOR SOCIAL MEDIA PRESENCE

- Remember your manners; proper etiquette is key
- Build your online relationships the same as you would build in person
- What goes online, stays online
- Engage your target customers with relevant content
- The spirit of giving goes a long way
- Be consistent with your brand across all platforms
- Be your authentic self

THANK YOU!

SUMMARY

- The Art of Brand Building
- Steps for Branding
- How to define your brand?
- Self Assessment Tools
- Brand Positioning
- How relevant are skill assessment tests?
- Career Branding Trends
- Resume as a Marketing tool
- Social Media Planning and Presence