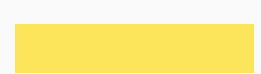




PLAN POSITION GET NOTICED

A PERSONAL BRANDING GUIDE



BY SANDRA ELISA GARCIA

**EVERY
BUSINESS
NEEDS
MARKETING,
AND YOU ARE
IN THE
BUSINESS OF
YOU.**



What Is Personal Branding?

The good news is you already have a personal brand. In fact, you are a brand. You may or may not be aware of your brand identity, and if not, that's okay. This booklet was created to help you uncover your authentic personal brand and to fully leverage it for maximum opportunity.

When we talk about "personal branding" we are referring to establishing and promoting what you stand for. It is managing your reputation, style, look, attitude and skill set the same way that a marketing team would run the brand of a product. Your personal brand is the unique combination of skills and experiences that make you **you**. Effective personal branding will differentiate you from other professionals in your field.

Personal Branding is defined as 'the process of people marketing themselves and their careers as brands'. Essentially, Personal Branding is the same as any type of branding for a product or service, it's just for yourself. Over the course of this booklet we will guide you through how to apply it to 'Brand You' and specifically how to use it to accelerate your career or business.

"Your brand is what people say about you when you're not in the room."

JEFF BEZOS,
Founder of
Amazon

Aspects That Make Up A Personal Brand

Ironically, your personal brand is ultimately not about you - it's the perception others have of you based on the value you deliver to them.

Here are a few aspects that make up a personal brand.

Reputation

Digital
Footprint

Recognition

Opinion

Impression

Public
Persona



When Does Personal Branding Take Place?

Personal branding is not something that you can invest an hour or two in and then never have to think about again. It's a 24/7, full-time job that takes a lot of attention to do right. Fortunately, once you get into the habit, it's something that can fit seamlessly into your life without having to keep it at the forefront of your mind.

You will definitely need to take stock of and make changes to your personal and professional lives and likely make some changes to both. There's no one-size fits all solution, but within this booklet you will find many tips that you can use to enhance your personal brand.

How Much Can You Really Influence Your Personal Brand?

Just like company brands, personal brands can be turned around after a losing streak or optimized to speak to a new audience. Your personal brand is something you can proactively work on and strengthen. The important thing to keep in mind is your brand is built on what's important to you, but ultimately your brand is for others. And because of that, again, just like company brands, personal brands can repel or attract. Branding is the framework you use to establish a relationship with your "customer" or "Audience".

It's okay if not everyone likes your brand. In fact, your brand shouldn't be for everyone. A powerful personal brand needs to be specific and speak to your specific customer and/or audience.



To stay true to your brand, who you are offline should also reflect who you are online.

Why Personal Branding Matters

When it comes to building a personal brand, some people dismiss the process as being not that important or time consuming. It's true - you will have to devote time and energy into self branding and doing so properly BUT the investment is worth the effort!

Personal branding is a powerful tactic that will enable you to develop a career in whatever area you are passionate about.



Advantages Of An Effective Personal Brand



Identity - An effective, well thought through personal brand will get you recognized in the right tribes and communities and make sure you are noticed for the things you want to be known for.



Competition - The job market and business markets are competitive, it's harder than ever to stand out from the crowd. It is likely that there are a lot of people with similar profiles/years experience to you in the world. What are you going to do differently to get noticed?



Credibility - An effective Personal Brand can establish you as a thought leader and make you a figure that people go to for advice and insights. A strong personal brand in the work place is also likely to lead to more leadership opportunities.



Influence - Individuals with influence carry more weight than others and are more likely to be listened to. If a figure like Richard Branson speaks about building a business, you're likely to listen to his advice as he's been there and done that.



Like Minded People - Others will want to connect in with you in regards to your views, expertise and insights. In return you will get access to the same from those you are connected with.



Being Found - If you don't have a personal brand or online presence, how do you expect others to find you? Ensure that you are top of mind and easy to find via search engines for your areas of expertise.



Why Is Personal Branding At Work And Within An Organization So Important?

In many ways, your brand is outside of your immediate control. You cannot ultimately control the perception others have of you, but you can certainly influence it. Everything you do and how you do it shapes your brand, as well as what you choose not to do.

That's what makes personal branding so critical for today's leaders and a conscious approach to it so important. Think about how much more transparent our lives are now compared to 20 years ago. Data about us is being constantly collected and analyzed. Because of the rise of digitization, there is more information about us in the public than ever before.

Whether we like it or not, we leave behind us more evidence of who we truly are than ever before. This has created a new component of our overall reputation. Today's executives must be conscious of their offline reputation and their online reputation, and for an authentic personal brand, both should align.

While your personal brand is distinguished from your organization's brand, they are interconnected. Today, a disloyalty to your individual personal brand could easily become a breach to your organization's brand, especially for business leaders in roles of great responsibility and visibility like a company's CEO or senior management team.

**WE ALL HAVE A
PERSONAL
BRAND
WHETHER WE
THINK ABOUT
IT OR NOT.**

**IT MAKES
SENSE TO BE
INTENTIONAL
ABOUT
CREATING ONE.**

**MAKE SURE
YOUR MESSAGE
IS IDENTIFIABLE
AND THAT IT
COMMUNICATES
WHAT YOU WANT
AND WHAT YOU
WANT TO BE
REMEMBERED
FOR.**

STEPS TO CRAFTING YOUR PERSONAL BRAND

Crafting your personal brand can be a daunting process at first. It calls for us to look inward to ask ourselves who we are and the leader we aspire to be – two big questions for anyone to answer. To help you get started, we have developed the following exercise. Consider each question and just start writing without editing yourself. Just keep writing until you feel you have genuinely answered the questions.

1

The Best Place To Start Is Thinking About The End Result... First Figure Out What You Want To Be Known For?



Your brand vision: What do you want to be known for?



If you became known as the world's go-to expert on XYZ topic, what would that be?



Your brand mission: Why do you want to build a personal brand? What is your purpose?



Who do you want to influence? What do you want to accomplish?



Continued....



Your brand message: What is the key message you want to communicate?



What message do you want to consistently reinforce in your content and in your marketing?



If you could only give one piece of advice to your audience, what would it be?



Your brand personality: What are some of your personal characteristics and traits that you can weave into your brand?



Do you want to be perceived as very polished and professional, or perhaps more quirky and adventurous?



2

Take Inventory Of Your Existing Brand Representation.

To build a strong brand foundation, start by taking inventory of the branding assets that you already possess. The intersection of these assets is where you should build your personal brand.



Your skills & credentials: What skills have you acquired throughout your life?



What training, credentials, certifications, or awards have you received?



Your passions & interests: What industries and topics are you most interested in? What are you passionate about?



3

Auditing Is Not Just For Big Brands, Where Are You Today and What Are Areas Of Improvement?

Evaluate where you are with achieving your personal branding goals. Why wait for the new year to create new goals when you can temperature check, evaluate, and optimize on a weekly, monthly, or quarterly basis?



How is your outward brand presence? Do you have a website, social presence, newsletter?



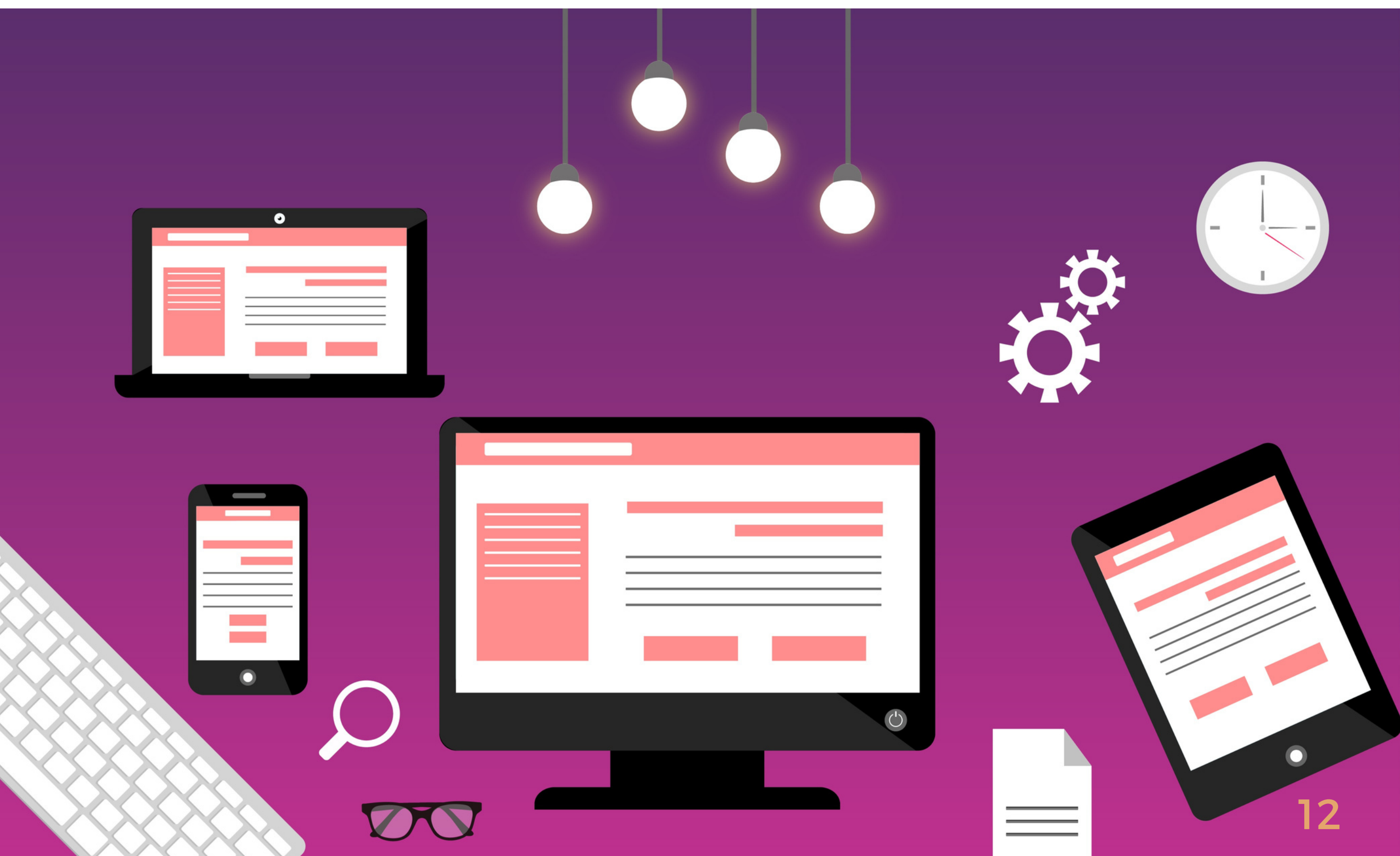
What is your competition or people similar to you doing? Can you adapt those techniques?



Before adding new techniques and channels, how can you optimize what you are doing now? Are you using your platforms effectively?



Set attainable goals and revisit them frequently to make adjustments if needed.



4

Identify Your Values, Articulate Your Mission and Find Your Voice: Develop A Clear Mission, Vision & Values

You probably know your company's core values well. Maybe you can even recite them. But what about your own values? You probably know them inherently, but have you ever truly articulated them?

Identifying your values is foundation to exuding your brand. It is the core of who you are and what emanates outward to others. Companies that stick to their core values are more recognizable and more successful in the marketplace. The same holds true to individuals. And not only are they more recognizable, they are also more fulfilled. When work and life are aligned with your values, this is when you are at your best. You are positioned to succeed.



When work and life are misaligned with your values, you experience unhappiness, unrest, fatigue; you start to pick up bad habits and develop practices or behaviors that do not align with your personal brand and principles. This is clearly not where you want to be. Sometimes, we end up here because our values have changed over time. This is normal. When you are starting in your career, for example, you may more highly value money, success and doing whatever it takes to propel yourself forward. As you age, you may more highly prioritize balancing work with time for friends and family. The point is, your values evolve over time and what you value in work and how you need to be positioned for success change over time, too.

Most of us have vague notions of what we value, but if prompted, we may not be able to articulate what is truly important to us. Sure, we know the things that societal we know we should—and likely do—value. Things like family and friendship and a peaceful world. But what matters to us as individuals that makes us our unique selves?





Core values & beliefs:

- What are some of your most important core values?
- What do you believe in?
- What do you stand for?
- What do you stand against?

To further uncover your values, consider the following questions. Think back to a time in your life when you felt good about who you were and what you were doing. Consider both work and personal life.

- What did you value then?
- What gave you purpose?
- What else made you feel fulfilled?
- What made you proud?
- What made others proud of you?

Once you have addressed these questions, think about what still holds true with where you are today. What has changed? What is new that wasn't in the picture then? Now answer the following questions.

- What do you value now?

- What gives you purpose?

- What else makes you feel fulfilled?

- What makes you proud?

- What makes others proud of you?

Now that you have reflected on what you valued in the past and what you value in the present, as well as what has changed and what has remained, think about words that describe those core values. Narrow your list to 3-5 values that are core to who you are at this point in your life.

1. _____
2. _____
3. _____
4. _____
5. _____

My Core Values
Family
Friendship
Career
Education



AS A REFERENCE, HERE IS A LIST OF 230 PERSONAL VALUES:

Acceptance	Decisive	Honor	Quality
Accomplishment	Decisiveness	Hope	Realistic
Accountability	Dedication	Humility	Reason
Accuracy	Dependability	Humor	Recognition
Achievement	Determination	Imagination	Recreation
Adaptability	Development	Improvement	Reflective
Alertness	Devotion	Independence	Respect
Altruism	Dignity	Individuality	Responsibility
Ambition	Discipline	Innovation	Restraint
Amusement	Discovery	Inquisitive	Results-oriented
Assertiveness	Drive	Insightful	Reverence
Attentive	Effectiveness	Inspiring	Rigor
Awareness	Efficiency	Integrity	Risk
Balance	Empathy	Intelligence	Satisfaction
Beauty	Empower	Intensity	Security
Boldness	Endurance	Intuitive	Self-reliance
Bravery	Energy	Joy	Selfless
Brilliance	Enjoyment	Justice	Sensitivity
Calm	Enthusiasm	Kindness	Serenity
Candor	Equality	Knowledge	Service
Capable	Ethical	Lawful	Sharing
Careful	Excellence	Leadership	Significance
Certainty	Experience	Learning	Silence
Challenge	Exploration	Liberty	Simplicity
Charity	Expressive	Logic	Sincerity
Cleanliness	Fairness	Love	Skill
Clear	Family	Loyalty	Skillfulness
Clever	Famous	Mastery	Smart
Comfort	Fearless	Maturity	Solitude
Commitment	Feelings	Meaning	Spirit
Common Sense	Ferocious	Moderation	Spirituality
Communication	Fidelity	Motivation	Spontaneous
Community	Focus	Openness	Stability
Compassion	Foresight	Optimism	Status
Competence	Fortitude	Order	Stewardship
Concentration	Freedom	Organization	Strength
Confidence	Friendship	Originality	Structure
Connection	Fun	Passion	Success
Consciousness	Generosity	Patience	Support
Consistency	Genius	Peace	Surprise
Contentment	Giving	Performance	Sustainability
Contribution	Goodness	Persistence	Talent
Control	Grace	Playfulness	Teamwork
Conviction	Gratitude	Poise	Temperance
Cooperation	Greatness	Potential	Thankful
Courage	Growth	Power	Thorough
Courtesy	Happiness	Present	Thoughtful
Creation	Hard Work	Productivity	Timeliness
Creativity	Harmony	Professionalism	Tolerance
Credibility	Health	Prosperity	Toughness
Curiosity	Honesty	Purpose	Traditional

AS A REFERENCE, HERE IS A LIST OF 230 PERSONAL VALUES:

Tranquility
Transparency
Trust
Trustworthy
Truth
Understanding
Uniqueness
Unity
Valor
Victory
Vigor
Vision
Vitality
Wealth
Welcoming
Winning
Wisdom
Wonder

**FIRST IMPRESSIONS IN THE
DIGITAL AGE ARE MADE BEFORE
PEOPLE MEET YOU IN PERSON.**



**ARE YOU MAKING A LASTING
AND IMPACTFUL DIGITAL FIRST
IMPRESSION?**

People Are Googling You At Every Stage Of Your Career

Regardless of your age or professional stage, someone is screening you online. What they find can have major implications for your professional (and personal) well-being.

According to CareerBuilder, **"More than half of employers won't hire potential candidates without some sort of online presence today."**

Don't lose out on an interview over something you can control, like your personal brand.



And if you own your own business or work as a freelancer and are not properly managing your online reputation, then you are losing out on business.

"Over half of consumers have chosen to do business with a freelancer or company because of a strong, positive online presence."



The average person now switches jobs every 2-3 years and a recent study by Upwork revealed that the freelance workforce is growing at a rate 3x faster than the overall workforce in the U.S.

By 2027, freelancers are expected to make up the majority of the U.S. workforce. This means that a strong personal brand is more important than ever before.



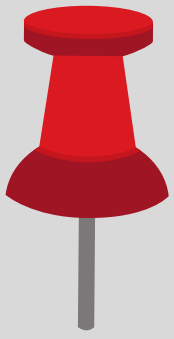
The more successful you want to be, the more important personal branding becomes.

5

Intentionally Build Your Online Presence

Did you know that 60% of employers check candidates' online presence before offering an interview and job? In this digital age, it's often the first point of call for people wanting to know who you are and what you're about.

Take a few seconds to google yourself. What did you find?



- Are these search results what you were expecting? Y / N
- Are you comfortable with your colleagues, clients, employer or future employer knowing this information about you? Y / N
- Does this information support your professional image? Y / N
- Is this information in line with your career goals and vision? Y / N

TIPS FOR MANAGING YOUR ONLINE PRESENCE

Get Rid Of Digital Dirt

Remove anything that may give a negative impression of you from the source.

Create A Personal Website or Landing Page

your own website is a great place to showcase all your work, accomplishments and link to social channels. Cost effective options for building a site are Wix and Square Space.

Online Resume

Digital resumes are becoming increasingly popular in the digital age. Gain a competitive edge with an online resume where you can showcase work samples and share a link to your experience via email when following up or touching base about future opportunities.

Contribute To Your Communities

The web is an amazing place to align yourself with the communities that you want to be associated with. Spend time joining and contributing to the tribes that specialize in your areas of expertise.

Publish Your Own Content

There is an unrestricted variation of the type of content you are now able to produce by yourself. If you are a marketer with a view on the trends in your industry that others would find interesting, then share it with the world in a blog. If you are a growth hacker that knows exactly how to use google analytics and other platforms to find insights, share some of how you go about doing this in a blog, YouTube video, podcast or other platform. Remember to give away just enough to be seen as an expert but not give away all of your knowledge for free!



Set up a free Google Alert for your name to ensure you know what is being published about you online. Every time your name is mentioned publicly online, you will receive an email with the link.



**“PERSONAL BRANDING
IS ABOUT MANAGING
YOUR NAME IN A
WORLD OF
MISINFORMATION,
DISINFORMATION, AND
SEMI-PERMANENT
GOOGLE RECORDS.**

**GOING ON A DATE?
CHANCES ARE THAT
YOUR ‘BLIND’ DATE
HAS GOOGLED YOUR
NAME. GOING TO A JOB
INTERVIEW? DITTO.”**

TIM FERRISS

6

Take Your Social Media Presence Seriously

Social media can be your worst enemy or your best friend. Employers are put off by inappropriate photographs, bad mouthing their job and poor communication skills. **The good news is that 32% of employers actually found things online that triggered them to hire candidates.** So get your online presence right and you can enhance your chances of getting hired, booked, or retained.



LinkedIn is an extremely powerful tool in your Personal Brand tool kit. Over the past few years it has completely revolutionized how employers and recruiters find candidates. It's also the ideal platform to use for professional networking and finding clients.

To make sure you nail your LinkedIn profile and communicate your personal brand to stand out among the 450 million other profiles, consider the following.

OPTIMIZING YOUR LINKEDIN PROFILE INVOLVES PROPERLY POPULATING EACH SECTION AND PERFORMING THE RIGHT ACTIVITIES REGULARLY FOR MAXIMUM EXPOSURE. HERE ARE A FEW TIPS FOR ENHANCING YOUR PROFILE TODAY.

1. PROFILE PHOTO

Having the right image attached to your LinkedIn profile is critical. Use a photo that is professional and appropriate for the type of industry you are in, the type of job for which you are applying to, or the people you are looking to attract for new business or thought leadership opportunities.

Not having a picture or having a poor picture can be very harmful. Invest in a professional picture or choose a photo where you are in professional attire. Choose a high resolution photo without blurs, other people and background distractions.



Having a LinkedIn profile photo increases your profile views by 40%

2. HEADLINE

Optimizing your tagline with keywords and phrases is very important to your LinkedIn profile. In your tagline, also known as your headline, use the keywords, descriptors and deliverables for which you want to be found for by hiring managers, recruiters, future clients, etc. Do not let it default to your current job title. Instead, use this 120-character area to give the reader a snapshot of who you are and your personality, motivating them to click on your profile link to read further.

Here is an example of a before and after tagline:

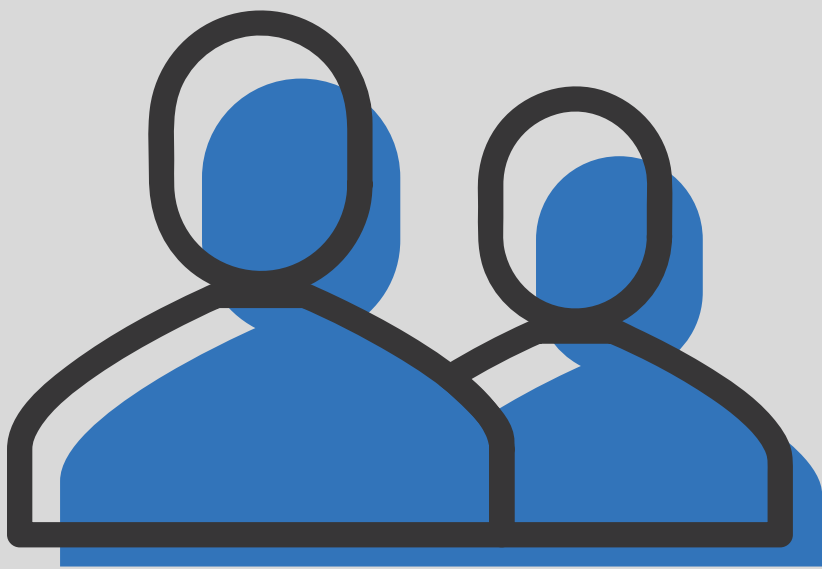
- **BEFORE:** COO, Digital Diversity Network
- **AFTER:** Diversity & Leadership Development, Talent Acquisition, Organizational Growth, Project & Event Management Expert



80%
of the companies out there today are using LinkedIn to find potential employees.

3 out of 4

people use LinkedIn for everything business, from keeping up on trends to reading business news.

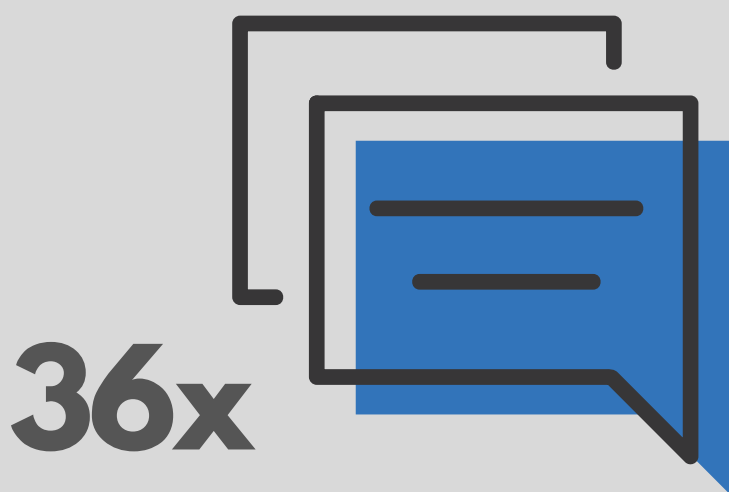


45% of business generated B2B leads through LinkedIn.



64%

agree that LinkedIn helps develop relationships and grow new business.



36x

Profiles with a photo get up to 21 times more views and up to 36 times more messages.

2x

People are two times more confident in the information found on LinkedIn than any other social media site.



17x

Users who list their education appear in searches up to 17 times more often than those who don't.

45%

of people on LinkedIn are considered key decision makers (in comparison to Facebook and Twitter with only 24-29%).





Instagram



Perhaps more than any other social media platform, Instagram offers you the opportunity to really create a buzz.

Connecting to like-minded people who share an interest and want to see more of the same information allows you a rare opportunity to gain followers that will love you.

Get Strategic On Instagram

Like any of your other marketing efforts, you want to get creative on your Instagram account. Outline a plan and strategy by considering the following factors:

Goals & Objectives

As with any marketing strategy you have to decide what you want to achieve with your account. Is it getting some email addresses, web visits, brand awareness, sales, or something else altogether?

Determining your goals will help you come up with your content.

Your Target

You will also want to consider your ideal target, as this will also help you develop your content plan as well as show you what types of Instagram accounts you should be following.

Planned Content

Set out a schedule so you can remain consistent with regular posts. You also want to have a plan to determine what you will post, how often, and when. Your program should also include the hashtags you will use for each post.

Assessment

Make sure you are taking the time to track your results including comments, likes, followers, traffic, conversions, and any changes in sales, etc.

Consistency

Your branding should be consistent across all your marketing efforts. Your tone and manner should not differ from any of your other marketing. Be consistent with your branding colors, fonts, and logos. Think of what people will see and if they will be intrigued enough to follow you. You need to keep things attractive to your audience and make sure your current clients don't get turned off because you are not staying true to the brand they love. You need a cohesive theme that is clear and concise, so your brand resonates with your customers.

Over 1 billion
monthly active users

An estimated **75.3%**
of **US businesses**
will be on Instagram
in 2020

68% of people come
to Instagram to
interact with
creators



Improve Your Personal Branding on Twitter

BE CONSCIOUS OF YOUR BRAND ON SOCIAL TO AVOID SOCIAL SABOTAGE

Justine Succo, former head of corporate communications for InterActive Corp, was fired over a controversial tweet sent just before she boarded an 11-hour flight from London to Cape Town. During her flight and unbeknownst to her, the tweet destroyed her personal brand in seconds, as the Twitter community banded together in outrage.

Personal branding is more important than ever these days and the line between businesses & the people who run them is getting finer and finer. This means your personal branding needs to be top notch, just like business branding.

Respond to Mentions

Make sure you respond when people mention you on Twitter. Go through your Twitter feed & thank those who shared your content or retweeted. Respond to the most recent activity first since some of those people might still be online.

Follow Others

Following new people is one of the easiest & fastest ways to grow your Twitter presence! Start by following anyone who retweets your material. Then find Twitter lists that are relevant to your industry -- and follow people from those!

Retweet Your Own Stuff

Feel free to retweet when somebody shares your content or tags you in a tweet. It's a great way to build relationships & get noticed! It is a win-win for you & the person who posted the original tweet. They get more exposure on Twitter & your content gets more views.

Search for Relevant Discussions

Use keywords & hashtags to search for anything your followers might be interested in. Click "Near you" to narrow the search to your own geographical area. This is a great way to meet new colleagues and like-minded individuals in your area.

Leverage Trending Content

The trending content on Twitter consists of the most talked-about topics at the time. Search these topics to find trending content that's relevant to your personal brand. Then tweet with the popular hashtags to get noticed! This way even people you don't follow, who are interested in the topics will see your tweets.

It has become increasingly important for brands to not only be present on Twitter but also interactive and engaging.

77% of Twitter users have a better impression of a brand when they respond to a tweet.

6/10 users expect a brand to respond to any customer service requests within one hour.

7

Become A Thought Leader

A thought leader is an individual who is recognized as authoritative and an influencer. Thought leaders are recognized by others as such because of the value they bring to a subject or industry. One cannot just become a thought leader overnight. You must prove your credibility to others through your knowledge on a subject because of your specific education, experience, or background. The best thought leadership is fueled by passion and most thought leaders are considered experts in their fields. When preparing yourself to be viewed as a thought leader, focus on what you are passionate about. Focusing on your passions will ensure you have enough material to fuel your brand. Thought leadership includes intentional writing and speaking opportunities where you can bring experience and credibility to a topic. Thought leaders are recognized often as those who could, because of their knowledge, credibility and influence: speak on panels at conferences and events, serve on advisory boards, land new leadership positions, or serve on a board of directors. The best thought leaders embrace humility. They know their area of expertise backwards and forwards, but also defer to others when something is not in their wheelhouse. They know what they are expert at and what they are not. So, you want to be a thought leader? The first step to becoming a thought leader is to be great at what you do. But it doesn't stop there. Thought leaders are lifelong students, constantly learning, improving and more importantly, sharing their insights for the benefit of others.



SPEAKING OPPORTUNITIES

Whether online or in-person, public speaking events are a valuable way to catapult yourself into the realm of thought leadership. With so many executives shying away from public speaking due to its daunting nature, agreeing to speak at such events can make you stand out in your industry, particularly if you do so repeatedly. When public speaking, remember to take pictures and recordings of the event to share your success and create new content for your social media platforms to maximize your efforts.



INDUSTRY AWARDS

Awards and nominations can give serious weight to your name and define you as a more credible thought leader, but it can be difficult for executives to enter the nomination process passively. To achieve success in this arena, many executives nominate themselves, or ask a colleague to do so on their behalf. Stay ahead by researching key awards in your industry, be mindful of crucial deadlines and requirements, and don't be afraid to nominate yourself.



8

Offline Engagement and Executive Presence Development

Attend Networking Events

There is no better place to meet like minded people, we recommend attending at least one networking event a quarter.

Know Your Elevator Pitch

You're in the lift for 30 seconds with someone you want to impress and influence, they ask 'what do you do for a living? How do you answer this question? Your answer needs to be both concise and compelling (and short because you've only got 15 seconds max to deliver it). Getting this right will take some time and it should be a distilled version of your Personal Brand.

Create An Executive Bio

While all of your career documents should consistently reinforce your personal brand, the executive bio is your strongest opportunity to focus on your brand. You can think of your executive bio as your marketing brochure. The cover letter is your value proposition and the resume or CV is your product spec—we'll cover those next. The executive bio goes beyond just the facts in your resume or CV and presents an opportunity to inject personality into your career story. Your executive bio should provide the reader with a sense of the human being behind it, evoking what it would be like to work with you.



STRATEGIC PLANNING ROADMAP

FAILING TO PLAN IS PLANNING TO FAIL

THE BIG PICTURE ANNUAL GOALS

In One Year, I Plan To Accomplish The Following:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



This Quarter I will get closer to my big picture goals by achieving these monthly goals:

JANUARY

- 1.
- 2.
- 3.
- 4.

FEBRUARY

- 1.
- 2.
- 3.
- 4.

MARCH

- 1.
- 2.
- 3.
- 4.

This Quarter I will get closer to my big picture goals by achieving these monthly goals:

APRIL

- 1.
- 2.
- 3.
- 4.

MAY

- 1.
- 2.
- 3.
- 4.

JUNE

- 1.
- 2.
- 3.
- 4.

This Quarter I will get closer to my big picture goals by achieving these monthly goals:

JULY

- 1.
- 2.
- 3.
- 4.

AUGUST

- 1.
- 2.
- 3.
- 4.

SEPTEMBER

- 1.
- 2.
- 3.
- 4.

This Quarter I will get closer to my big picture goals by achieving these monthly goals:

OCTOBER

- 1.
- 2.
- 3.
- 4.

NOVEMBER

- 1.
- 2.
- 3.
- 4.

DECEMBER

- 1.
- 2.
- 3.
- 4.



NOTES, THOUGHTS, IDEAS:

ACTION ITEMS

Write an email to your “future self” with three commitments. Be specific:

- What will you start doing?
- What will you stop doing?
- What can you do differently to make an impact?

3 FOR MYSELF

1. _____
2. _____
3. _____

3 WITHIN THE ORGANIZATION

1. _____
2. _____
3. _____

Once you have sent the email, set a calendar reminder for 3 months from today to check in on your progress.

Include your commitments within the body of the calendar reminder.

Feel free to share with me 3 months from today how things are going.

PERSONAL BRANDING IS A POWERFUL TACTIC THAT WILL ENABLE YOU TO DEVELOP A CAREER IN WHATEVER AREA YOU ARE PASSIONATE ABOUT.

Benefits of Personal Branding:

Competition - The job market and business markets are competitive, it's harder than ever to stand out from the crowd. It is likely that there are a lot of people with similar profiles/years experience to you in the world. What are you going to do differently to get noticed?

Credibility - An effective Personal Brand can establish you as a thought leader and make you a figure that people go to for advice and insights. A strong personal brand in the work place is also likely to lead to more leadership opportunities.

Expertise - Positions you as the go-to expert in a specific industry or niche helping to attract more of your ideal clients or helping to position you for the next career opportunity. When you're positioned as an expert, it's also easier for people to respect and admire your craft which opens doors of opportunities.

Boost Your Public Image - Having a personal brand makes it easier for you to pitch and be found by media (online publications, magazines, television, radio, podcasts, etc.). The media is in constant search of experts that can share their insights with their audience, branding can position you for thought leadership.



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