



5 steps to building a personal brand

Secrets to make a serious impression

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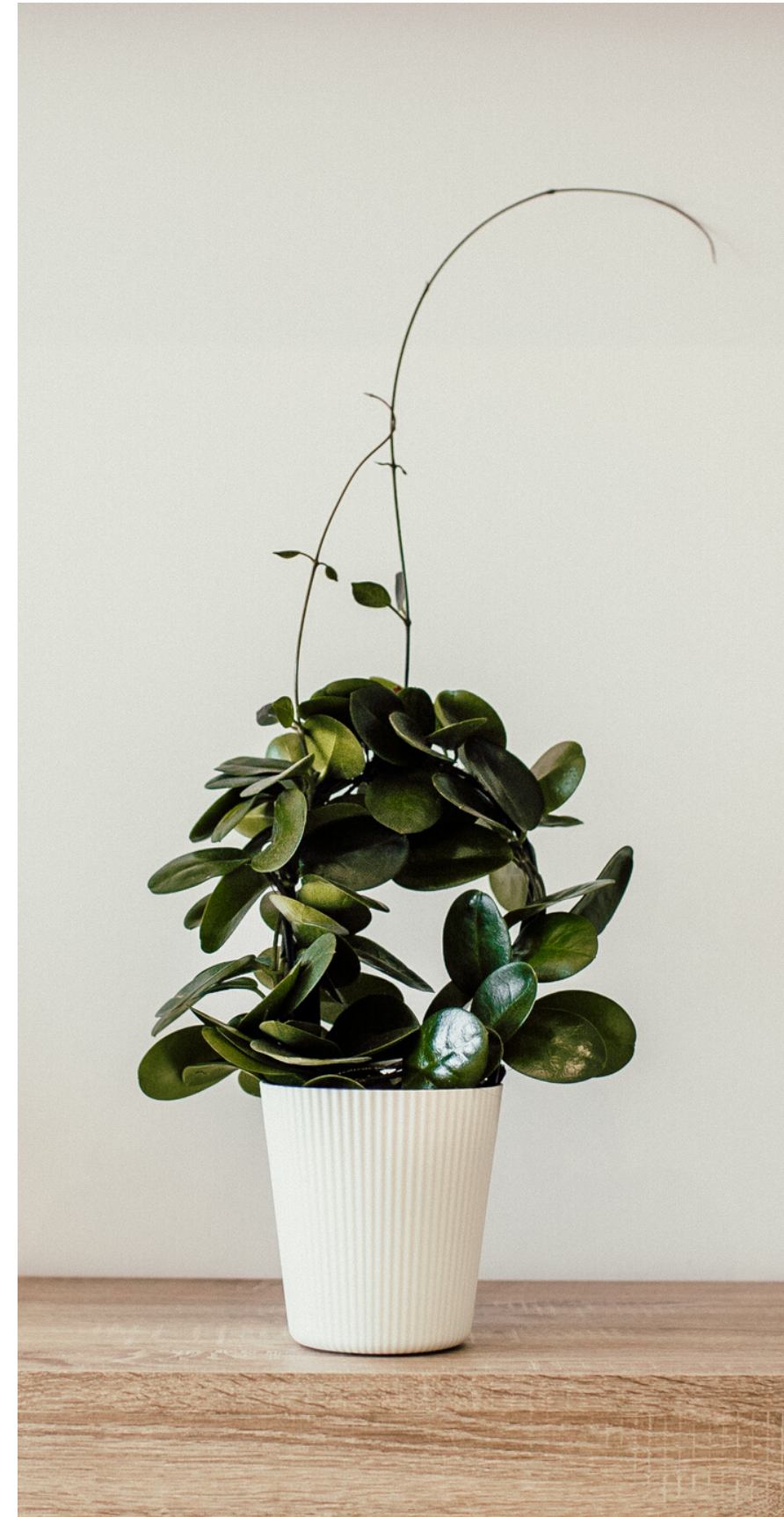


Preparation is essential to ensure your success when creating a personal brand. The following 5 tips will help you to create a brand that represents brand YOU!

01

Define your Personal brand

Personal Branding is about **communicating** exactly what makes you **unique** and **relevant** and **differentiated** from others, so that you can reach your career goals.



02

Identify what your brand will be

Ensure that you are sending a clear message about who you really are and what you have to offer. Remember we don't find our personal brand...**we create it..either intentionally or un-intentionally.**



03



**Start with a
blank piece of
paper and make
an outline.**

Decide in advance what you want someone to think or feel if they come across your brand.

(LinkedIn, CV, Social Media)

Ask yourself why are you using LinkedIn, what messaging does your branding convey currently?

Research Your brand

Reverse engineer your brand around your industry of choice, look at job descriptions, how employers describe the type of person that does well in their industry

Tailor Your Language

Use Keywords throughout your branding that is relevant to your industry of choice.

Consciously use powerful action words to demonstrate that you are capable of driving results.





Be inspired by other brands

What do you like about other peoples brands? How easily can you distinguish what they do and how they help in their branding.



LINKEDIN PROFILE

ARE YOU ACTIVE AND
VISIBLE- THIS
INVOLVES SHARING, LIKING,
COMMENTING BUT ONLY
WHAT FITS YOUR BRAND



ABOUT ME SECTION

1st paragraph –
Elevator pitch – You and your
offerings



WHY LINKEDIN

Be clear about your objective!
Is it about building creditability
or building your
network?
Also look at other profiles
online- How are other people
in your industry describing
themselves?

**The best preparation
for good work
tomorrow is to do
good work today.**

Elbert Hubbard

