

SIX STEP TO CREATING YOUR BRAND



Establishing a personal brand allows you to differentiate and position yourself as a good and right fit for the job you want in the company you want to work at. Unless you can show some unique value you will look like every other candidate applying for the job. Your goal is to stand out. Let the YOU come through on your resume and in interviews.

1. **Know your value.** What are the things you value the most in life? What do you love? The answers form the basis of your brand and will help you identify companies where you can be a good and right fit.
2. **What makes you unique.** Identifying what makes you unique and what you are good at is part of creating your brand. Making your unique qualities and experiences relevant to employers helps them to understand if you are a good fit for their company.
3. **How do you want to be perceived.** Perception is reality. You can control how people perceive you by how you present yourself.
4. **Your brand statement.** This is your story about what you are good at, what you value, what you love to do, the qualities you possess and how you meet the needs and wants of an employer.
5. **Communicate your brand to prospective employers.** You are now prepared to craft a compelling resumé that is personality-rich and experienced-based. Interviews will become dialogues not one-way conversations.
6. **Live your brand.** You now have to let people know about you. Your LinkedIn profile, your blog posts, your references -- every tool you use needs to reflect your value, qualities, experiences. This is your brand.