



# Personal Branding

## PERSONAL AUDIT & BRANDING PLAN

Personal Branding is what differentiates you from your peers; it's what is relevant & compelling to the people making decisions about you. A brand is what people say about you when you are not in the room.

### Brand Identity

What is your passion and purpose?

What are your values? What do you stand for?

Can your work be identified? Do you stand out? How?

What differentiates you?

Where do you want your careers to go?

How will you get there?





## Reputation

Are you known? And to whom?

How would your peers describe you?

How do you want to be perceived as a professional?

What are your core strengths?



## Visibility

Where are you positioned to market yourself? Have you got followers?

Who would you like to add to your list of followers?

Who knows what you value and are passionate about?

Who is your target audience?

Who is your competition?

How do you express yourself professionally?



## Relevance

What added value can you give to employers?

What are your short and long term goals?



# Personal Branding

## A PLAN IN 3 PILLARS

### Pillar 1: Building a Basic Brand – Looking the part

Build an online presence that reinforces your qualifications. When someone looks you up online, they need to see a strong presence.

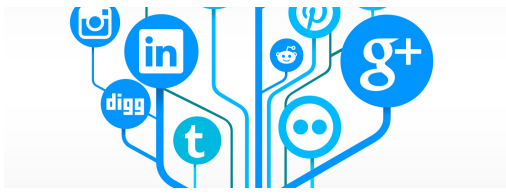
#### Brand Identity

Define Yourself And Your Personal Brand. Create your own personal brand online by identifying the unique elements that make you you.

Who should hear about you? Write down the names of 5 organisations that would be helpful for your development:

- 1
- 2
- 3
- 4
- 5

Showcasing your skills and accomplishments. What do they need to know? What are your areas of expertise?



Building An Online Presence That Reflects You And Your Expertise When choosing which platforms to build out for your personal brand, I would suggest that you select at least 2 – 3 from the list below. Identify some ideas re: how you might better engage with each of these:

LinkedIn

Twitter

Instagram

Personal Website



## **Pillar 2: Building credibility & an audience**

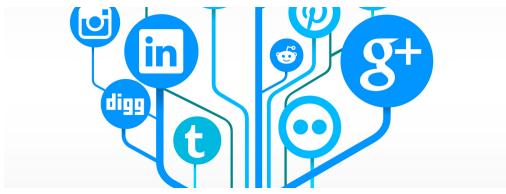
Use your personal brand to start building your credibility and visibility. It's important to show your audience that you are relevant and knowledgeable.

Writing strategic content in the right places – how will you do this?

Who is your target audience?

Where are the best places to connect with these people?





### Pillar 3: Nurturing your audience for opportunities

**Outreach:** This refers to contacting people, organisations that you think would be interested in you or your work. Outreach can range from tweeting at someone, to sending a message on LinkedIn, to emailing etc. What are the outreach activities that you can engage in:

**Networking** is about making a sincere connection with another person that can then develop into a mutually beneficial relationship. Identify 3 people that are not currently in your network that would be of value:

**Nurture Existing Audience:** Encourage existing audience to engage more frequently with you. How might you do this?

Expand your audience. How can you do this?



**SMART goals are SMART:** Specific Measurable Achievable Relevant Time-bound  
Identify goals that can help you to develop your personal brand and that will support your career development.

**SMART Development Goal No. 1:**

**Action steps:**

<b>Timeframe:</b>	<b>Obstacles:</b>	<b>Resources:</b>

**Evidence of success:**



**SMART goals are SMART:** Specific Measurable Achievable Relevant Time-bound  
Identify goals that can help you to develop your personal brand and that will support your career development.

**SMART Development Goal No. 2:**

**Action steps:**

<b>Timeframe:</b>	<b>Obstacles:</b>	<b>Resources:</b>
-------------------	-------------------	-------------------

**Evidence of success:**



**SMART goals are SMART:** Specific Measurable Achievable Relevant Time-bound  
Identify goals that can help you to develop your personal brand and that will support your career development.

**SMART Development Goal No. 3:**

**Action steps:**

**Timeframe:**

**Obstacles:**

**Resources:**

**Evidence of success:**