

# Marketing Yourself: Establishing Your Brand Session

## Branding Tools

### Checklist

- Develop your Mission Statement
- Identify your current Professional Image
- Create a personal Development plan
- Find a mentor
- Establish a users group
- Identify your Strengths
- Understand your Gaps
- Increase your business expertise
- Develop your Leadership Skills
- Increase your knowledge of best practices and processes
- Think globally
- Facilitate Ongoing Change
- Get in tune with Politically Environment in which you work
- Be Inclusive
- Empower others
- Act with integrity

### **\*The Four Steps to Building Your Personal Brand** (Blaise James - Gallup Management Journal)

**"Step 1: Think of yourself as an "embedded entrepreneur."** Embedded entrepreneurs have a different mindset; they come up with new solutions to company problems and new ideas to fuel future growth. They understand what makes them unique and use that insight to navigate a profitable and fulfilling path within their company and over the course of their career."

**"Step 2: Develop an understanding of your talents and strengths -- and those of your current or potential boss.** Find what you're naturally good at so you can develop your strengths regardless of what field or position you're in. Then develop an understanding of your "consumer's" talents and strengths -- those of your current boss or the hiring managers within your industry, for example."

**"Step 3: Determine the positive aspects of the environment you and your consumer share.** For example, an organization's environment could be a can-do attitude, a specific expertise, or a relentless pursuit of creativity. Understanding your talents, your consumer's talents, and your shared environment is crucial to building your brand, because your talents must mesh with and make sense within your environment if you are to be effective."

**"Step 4: Articulate your Purpose, Point of View, and Principles (the "Three Ps").** They are guides to how you will deliver your brand using the appropriate tactics"

## Job Hunters Checklist

Perception is based largely on assumptions. When it comes to the interviewing/hiring process, so much is out of your control, however, the list below includes elements that you do have control over. Make sure you are projecting the image you desire when it comes to:

- Your resume and cover letter
- Your voice mail recording (what incoming callers hear); voice mail messages you leave for recruiters or potential employers
- When you arrive for interviews (early, on time, etc.)
- Check appearance of and verbiage for thank you notes or any other correspondence to your potential employer (including email and written messages)
- Your appearance: professional dress, hair, shoes, earrings, makeup, carrying an organizer or Blackberry? And demeanor: calm, harried, high energy, low energy
- Your references: 1) who you choose, 2) what they do and where they work and 3) what they say about you and how they say it
- Your body language: handshake, eye contact, posture, how you carry yourself, how you sit in an interview
- Again, your energy level and how much interest and/or enthusiasm you exude.
- Whether or not you mention your current or past employers and how you reference them (professionally or in poor taste)
- Your interview and any other in-person interaction you have with the potential employer, including: the language you use in the interview (is it familiar to the interviewer, how comfortable you are with silence in an interview, how personable you are, how good you are at sharing success stories about yourself)

# Marketing Yourself / Branding Action Plan

**One person I can talk to about these ideas**

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**Actions I plan to take in the next two weeks**

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## **10 Actions you can take to make a difference in your life**

1. Know yourself
2. Set an example – Don't forget who you are
3. Provide leadership and a vision for others
4. Align your expectations and set in motion a plan of action
5. Play the hand you are dealt - Develop your strengths
6. Take calculated risks
7. Be sincere and trustworthy
8. Follow through on your commitments
9. Remember Attitude is key to your success
10. Believe in Yourself

