

# Personal branding: Getting to the core!



## Defining your brand

1

### Self-knowledge

It's easier to define your personal brand if you have a good idea of what you want in your career. If you haven't thought about this yet, read our tips in the 'Self-Knowledge' section.

2

### Audience?

An artist needs an audience, but so do you. Find out who you want to reach in your job hunt and what they are looking for. You of course! But they do need to notice you first.

3

### I rock at...

What are your strengths and unique selling points? What skills have you mastered to perfection? What do you rock at? It might help to ask others.

4

### Brand values

A brand stands for something and so do you. There is an ethical side to work as well. Think about what you represent and which companies naturally fit your personal values.

3 + 4 =

Value proposition! Now you know what you can offer your audience. From leadership to analytical skills, try to work your strengths and values into a simple answer to the question: 'What do I have to offer?'

# Into the wild



## Showing yourself

1

### Photo model

People like connections, not just corporate brands. Consider investing in some photos of the 'authentic you' in a professional setting. Time to kickstart your image!

2

### Authenticity

Remember: this is about you. Others might be awesome, but resist the urge to copy. Being authentic gets you further.



# Personal branding



## Enter the digital jungle

1

### Online presence

What's the first thing that people do when they see your name? Google you! Which makes it time to work on your online presence. Get a LinkedIn account and use your other social media accounts to convey a single message about you.

Cliché but true...this means:



No drunk photos



Close off what you want to keep private



Careful what you say!

2

### Share knowledge

One way to gain attention is to establish yourself as an expert in your field. How? By sharing your thoughts and knowledge on LinkedIn groups, for instance.

Find out where people in your field of work are online. Then be there too. LinkedIn groups are a good way to start!

3

### Create content

Write blogs or articles expressing your views on your field of work. Think about the message you want to get across.

Record vlogs, write blogs and throw your ideas out there through social media. Make use of existing media.

4

### Connect!

Respond to experts on Twitter, join LinkedIn groups. Befriend people. Don't be shy! Surround yourself with top-notch people and find mentors.

You can't build a network overnight. Commit time to it and give more than you take. Listen, take advice and share your thoughts.



## Enter the real world

1

### Hotspots

Find out where interesting people gather to hang out or build their networks. That's where you want to be. There are more network events than you might think.

Are you more introverted or do network events seem overwhelming? Consider going with somebody who mingles with others easily and take advantage of their communication skills.

2

### Be brave!

Approaching people may be a bit scary, but don't be put off. Take a deep breath and go for it.



Don't drink for confidence!



"Hi!"  
Enough to break the ice.



3

### Etiquette

Networking has its own etiquette, as does any form of communication. Bear the following in mind:



Be polite!



Sharing is caring



Ask honest questions



Phone in your pocket



Left hand for holding drinks...



Right hand for shaking hands



Make sure you look representative



Eat before you go!



Make eye contact.



Spam = bad. So don't be a card spammer!



Be engaged: Show you're involved



Don't talk to everybody in the room!

4

### Elevator pitch

Not just for elevators, this is a quick and concise way to sell yourself to others. Creating one takes time. Here's one way to do it.



1

#### PUNCHLINE!



Make sure people want to know more about what you've got to say! Throw in your best unique selling point right at the start!

2



#### "PASTA SAUCE PRINCIPLE"

Just like a good pasta sauce, your story gets better when it is reduced to its essence. Once you've got people listening, keep them hungry for more!

3



Remember: an elevator pitch needs to be short and to the point. Try to keep it around 30 seconds to one minute long

4



Be confident! Confidence shows through your tone of voice, your posture and the way you talk. This is the key to making your pitch a success!

5



#### BRAKE!

Notice you're talking without structure? Hit the brakes and pause regularly

6



- 1<sup>st</sup> FLOOR:** Start your pitch with a punchline!
- 2<sup>nd</sup> FLOOR:** Pasta sauce!
- 3<sup>rd</sup> FLOOR:** End of ride!