



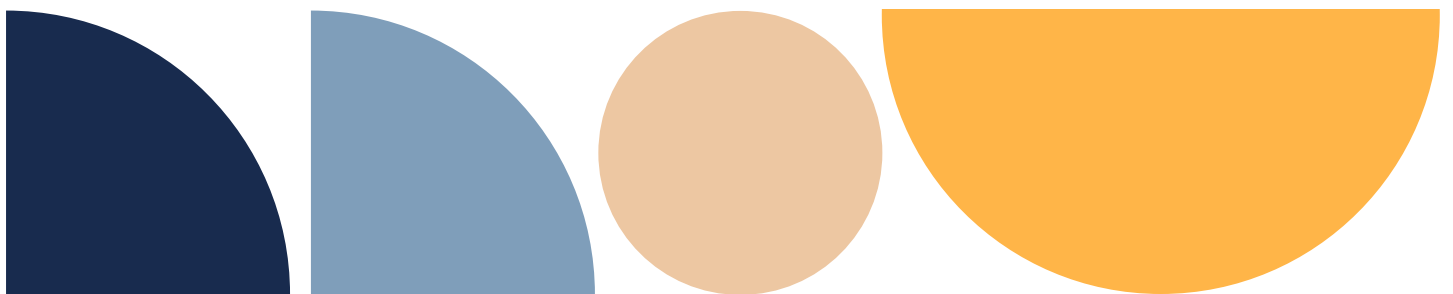
CAREER BENDERS

Personal Branding

Explanation and Creation.



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What is a personal brand?

Personal branding is the practice of differentiating yourself from another candidate. An effective strategy can give you a major edge in an increasingly competitive employment market.

First, let's answer the question: What is a personal brand?

Just as a business has a brand, so do individuals; we just don't usually take the time, effort, and intention to define it. Your personal brand represents who you are in the world. You present that brand by conveying a consistent story across all of your application materials, conversations, and social media presence.

Places where is your story told.

- Resumes
 - Cover Letters
 - Public Social Media Profiles
 - LinkedIn
 - Job Board Profiles
 - Face-to-Face Conversations
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Everything should reflect the professional persona you want potential employers to see about you.

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Why is it so important to be clear?

Conflicting information confuses people. Confused people get turned off, and that rarely leads to a phone call from a recruiter, so make sure your brand accurately reflects who you are and how you want to be perceived in the market.

When someone reads your resume and then meets you in person, it should make sense. Don't say you're extroverted and outgoing (because that's what you think they want to hear) when you're quiet and reserved. If that quiet and reserved person walks into an interview when they are expecting a Type-A...well, disconnect!

Make it genuine. Authenticity is a big draw right now, so be you as you develop your brand and put it out into the world.

In summary: What Makes a Good Personal Brand?

- Authenticity in presenting your unique value proposition (UVP!)
- Consistency across materials, conversations, and outlets
- The Narrative you develop and words you associate with your personality, skills, and overall story.
- Your connections and networks.
- The perceived value this brand offers to the audience.

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