



Complimentary Personal Brand Guide

Communicate
What You Do Well
How You Wish to be Known
Define Your Destination/Goals

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Tips For Creating Your Personal Brand Statement



Everyone has a personal brand consisting of the memorable things people know about you; your personality and attributes, skill set and competencies; your physical personal appearance; and your style – behaviors, lifestyle, etc. It is the image that pops into someone's mind at the mention of your name, image, work, or reputation.

Your personal brand statement can tremendously help to shape in someone else's mind what you want them to know and remember about you.

Focus on your personal life and then your professional life. They may be compatible, they may not. Consider the situation then decide how you want to use your statement.

Be creative. For introductions, I suggest you start with what you do as opposed to your name, because you must first get their attention. Avoid technical jargon. Your statement should be just 2 – 4 sentences.

Should you want more information about our individual Personal Branding services, send an email requesting our electronic brochure to success@resumecareerservices.com.

**We help clients clarify and package
their abilities, accomplishments,
and attributes.**



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Gather your thoughts by answering these questions

People are complex. Try to think of all the aspects of your life both from a personal perspective and your professional objectives, because they usually intersect.

**Who are you? How do you usually describe yourself?
Personally. Professionally.**

What do you do well? Gifts. Talents. Strengths. Capabilities.

What makes you successful -- unique? What makes you stand out?

What do most people say about you at work - professionally?

What do you say to encourage and energize yourself - your self-talk?

**What do you do at work that gives you great joy?
What do you do in your free time that gives you great joy?**

Why should a company hire you?

**Name two successful highlights in your career. Then two
successful highlights in your life experience.**

**What would be an ideal situation for your work or career?
What would be an ideal situation for your lifestyle?**

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Create Your Personal Brand Statement

The next time someone asks, “What do you do?” don’t hesitate. Instead, easily, and confidently introduce yourself in a memorable manner. Just as companies and products have a brand, so do you. Your authentic personal brand is how you wish to be known – it’s your reputation. Your response must be concise and sticky; most people have short attention spans.

In an interview situation this ability could mean the difference between getting selected or not when that inevitable question, “tell me about yourself,” comes up.

Imagine meeting someone for the first time. You want to be memorable so that when they walk away, they have a clear concept of you, what you do, and your name, if it is a professional setting.

Your short branding introduction in a networking, interview, or professional setting could have components of the following:

This is who I am...

This is what I do...

This is what I do well...

This what I can offer – my value – how I can help...

This is my destination – my goal...

Introductions are often the beginning of a conversation in social settings. Slow down to deliver your name clearly. It is appropriate to share information the two of you might have in common. You get the idea. Practice to deliver naturally (your bathroom mirror could be helpful).

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