

## Are You Branding YOU? Recap & Resources

So, now that you understand the concept of personal branding, what now? Below are some tips and resources to get you started on the path to branding (or re-branding) YOU.

---

### Uncovering our unique brand:

*\* Resource: Dorie Clark's "Reinventing You"*

- Determining how you are viewed as a professional is a process:
  - Discover your brand (your authentic self)
  - Determine what you want to be known for
  - Understand how you can become your brand
  - Create a narrative around your brand
- Ask yourself: what do people think of me? Does this match with what you want people to think? What do you want your brand to be? Start by understanding how you are perceived and how you are and how you want to be perceived and then close the gap. Be proactive. Take control of creating the perceptions that shape your brand.
- Highlight your differences so you can stand out in a competitive job market and workplace. In marketing terms, identify your unique selling proposition – what do you have that others don't? Find your competitive advantage. In doing that, you are defining your value. Think of it as career insurance and what makes you indispensable and irreplaceable in your company.
- **Conduct a self-assessment** (Refer to handout provided at Nov. 10 mentorship session)
- Ask 3-5 people to describe you in three words or less. What would they say? Is there a pattern or a trend? Pay attention to what they don't say. We all have blind spots and a 360 view is helpful in understanding how we are perceived.
- You are your Google search: For many colleagues and employers they make a perception based on the immediate information available whether incomplete or out of context. People make a decision about who you are based on a quick and simple online search. What is your online presence? What does it say about you?
- Ask yourself: What is my personal narrative? We are an accumulation of our stories and experiences. What are the most meaningful moments, frequent stories we tell and often refer to, what are the reoccurring themes? Tease out why these things/stories/antidotes are important and meaningful to you. This is how you can start to authentically define your own unique brand and what you are most passionate about

## Strategies for building brand:

- Be a connector. Be the dot that connects silos in organizations and workplaces.
- Create bonding capital: Connecting to people like you. (similar or like-minded groups, your department, school, etc.)
- Create bridging capital: Be the bridge that connects other types of people
- Have a wingman - seek out opportunities for cross promotion. Let others do your PR for you.
- Have a (positive) digital footprint – share relevant information and ideas, be a content curator.
- Mentorship 2.0 - a la carte mentorship

## Recommended reads and videos:

- **Ted Talk by Dorie Clark**, Author of "Reinventing You: Define Your Brand, Imagine Your Future"  
Available on YouTube: <https://www.youtube.com/watch?v=hEeXeblddSo>
  - **5 Steps to Build Your Personal Brand**  
<http://www.entrepreneur.com/article/250924>  
It doesn't matter how small you start so long as you are your authentic self.
  - **6 Secrets Nobody Tells You About Personal Branding**  
<http://www.entrepreneur.com/article/246719>  
While the fundamental principles of personal branding are relatively easy to understand, successfully implementing the strategy isn't always straightforward.
  - **5 Obvious-Yet-Underused Ways to Build Trust**  
<http://www.entrepreneur.com/article/251933>  
Building a reputation for trustworthiness is long continuous process but losing that reputation isn't.
  - **You.com Panel Discussion:** <https://www.youtube.com/watch?v=S3UDzb65EdU>  
You are your most important brand. Get tips and tricks on how students and recent grads can harness the power of the Internet to create a memorable personal brand.
-