



Personal Branding: A winning job-search strategy

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PERSONAL BRANDING

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The powerful, clear, positive idea that comes to mind whenever other people think of you.

Peter Montoya

PERSONAL BRANDING

Personal branding is the most effective way to clarify and communicate what makes you different, special, and valuable to employers and customers -and use those qualities to guide your career.

William Arruda



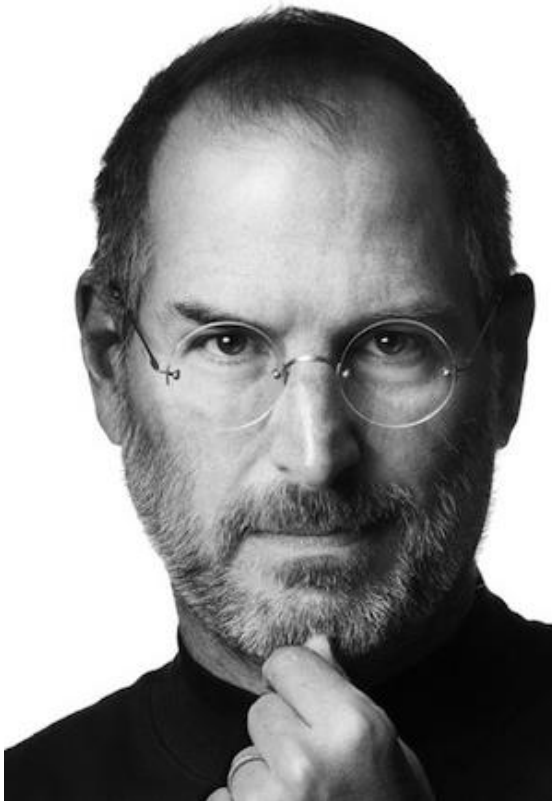
PERSONAL BRANDING

Clearly communicate the unique promise of value that you have to offer to your clients or company.

William Arruda

WELL-KNOWN BRANDS

Steve Jobs is a brand every bit as recognizable as the Apple logo



WELL-KNOWN BRANDS



4 BASIC TRUTHS

YOU ALREADY HAVE A BRAND

We all have a personal brand. The problem is not so much whether it's strong or weak, hated or loved, attractive or bland, but rather to be ignorant of it.

Andrés Pérez Ortega

IT HAS TO BE AUTHENTIC

Without anything real to support your brand, it's worthless.

**As the popular Italian proverb says:
Lies have short legs.**

Neus Arqués

SPECIALIZATION IS KEY

No brand can be everything for everybody.

Neus Arqués

EVERYTHING COUNTS

Everything you do counts, it can add or take away, and specially so online.

Andrés Pérez Ortega

¿IS IT WORTH IT?

BENEFITS



Differentiation



Identifies and adds to your value



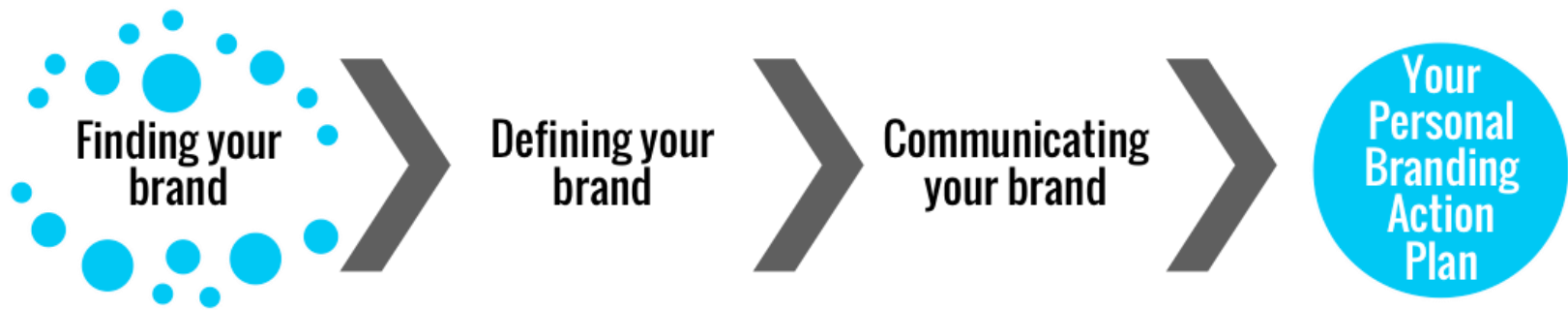
Makes it easy to choose you



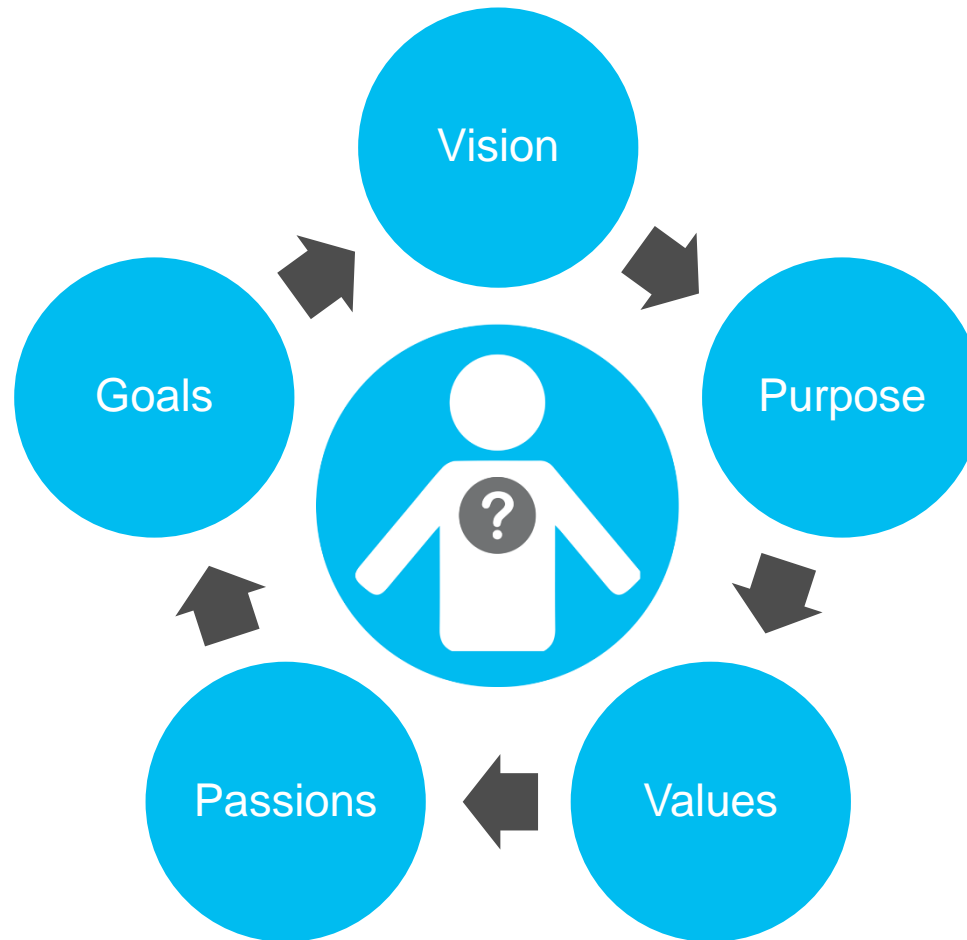
Take charge of your life and career

PERSONAL BRANDING

STEPS TO DEVELOPING YOU, INC.



1) FINDING YOUR BRAND



1) FINDING YOUR BRAND

Brand Assessment

- **Brand Attributes**
- **SWOT analysis**



- **Target audience**
- **Competitive analysis**

2) DEFINING YOUR BRAND

Your Unique Promise of Value

Brief description that explains in an interesting way who you are, what you do, and what makes you different.



- **Who you are**
- **What you do**
- **How you create value**

2) DEFINING YOUR BRAND

Your Unique Promise of Value

I use my 20 years' experience in corporate branding, passion for human potential, and avid pursuit of innovation to inspire and motivate executives, professionals, and entrepreneurs across the globe to achieve the highest level of professional success.

William Arruda

2) DEFINING YOUR BRAND

Everything matters

- **Your brand identity system** (typography, images, logos, slogans, designs, corporate colors, etc.)
- **Your visual identity** (appearance)
- **Your marketing documents** (CV, web, etc.)
- **Your professional network**

“You never know which input is going to generate the first impression that matters.”

SETH GODIN

2) DEFINING YOUR BRAND

Your Brand Profile



- Unique promise of value
- Vision, purpose, values, passions & goals
- Attributes and strengths
- Short bio(s)
- Comprehensive resume
- Achievement addendum
- Marketing pieces folder

2) DEFINING YOUR BRAND

Key Elements: CV

- CV specific to each company and position
- CV 2.0 offers new possibilities:
 - Digital CV  
 - VideoCV 
 - Infographic
 - Presentation...



3) COMMUNICATING YOUR BRAND

Target Audience

- **Prioritize - select companies and forget massive mailings**
- **Identify companies, influencers and opportunities to connect**
- **Put yourself in their shoes**
- **Think outside-in**

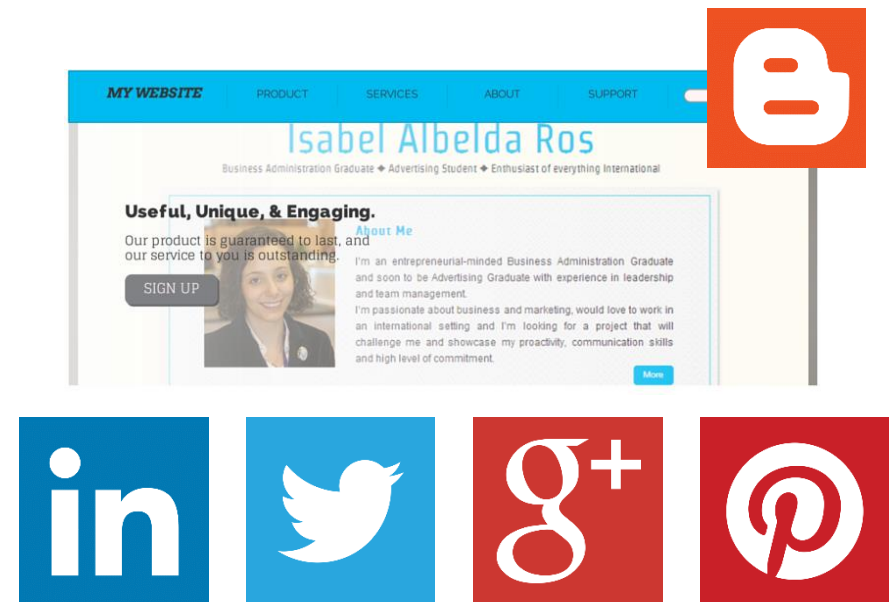
3) COMMUNICATING YOUR BRAND

Branding channels

Offline





Online



3) COMMUNICATING YOUR BRAND

Online

1. **Assess your online identity** 
2. **Check your brand is available** 
3. **Acquire your brand**

Promoting yourself online is the best, easiest, fastest way to build your personal brand.

Boris Mann, Web 2.0

3) COMMUNICATING YOUR BRAND

Online

- **Personal website**
 - **A strong, clear homepage**
 - **An “about” section**
 - **CV**
 - **Your portfolio**
 - **Contact information**
 - **...**

→ **Free, simple option: [About.me](#)**

3) COMMUNICATING YOUR BRAND

Isabel Albelda Ros

Business Administration & Advertising Graduate ♦ Enthusiast of everything International ♦ Looking for new opportunities

[HOME](#) [ABOUT](#) [MY CV](#) [CONTACT](#)



About Me

I'm an entrepreneurial-minded Business Administration and Advertising Graduate with experience in leadership and team management.
I'm passionate about business and marketing, would love to work in an international setting and I'm looking for a project that will challenge me and showcase my proactivity, communication skills and high level of commitment.

I'm always open to conversation, feel free to [contact me!](#)

Find me online



[More](#)

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The screenshot shows the 'about.me' profile for Isabel Albelda Ros. The page layout includes a search bar at the top with the text 'about.me' and a search icon. Below the search bar is the name 'Isabel Albelda Ros' in a large, white font, followed by the bio 'Business Administration & Advertising Graduate ♦ Looking for new opportunities'. There are social media sharing icons (Facebook, Twitter, Email) and an 'Email Me' button. A profile picture is displayed next to the bio. Below the bio, there is a location pin for 'Spain' and a list of skills: 'Marketing Assistant', 'Intercultural Ambassador', 'Human Resources Assistant', 'Business Administration and Management', and 'Advertising'. At the bottom, there are icons for 'Backstory', 'Twitter', 'Google+', 'YouTube', and 'Follow'. On the right side of the page, the website URL 'www.isabelalbedaros.com' is visible. At the bottom right, there is a quote: 'Be the best you can be, learn all you can learn, do all you can do; life's too short for anything else.' followed by the name 'Isabel Albelda Ros'.

3) COMMUNICATING YOUR BRAND

Online

- **Social Media:**

- **LinkedIn**
- **Twitter**
- **Google+**
- **Pinterest**
- **Instagram**
- ...



3) COMMUNICATING YOUR BRAND

Online

- **Extend your online brand:**
 - **Publish articles, presentations and videos**
 - **Blog**
 - **Comment on blogs, forums, articles,...**
 - **Participate in professional forums**

3) COMMUNICATING YOUR BRAND

Networking

- **Industry conferences**
- **University alumni groups**
- **Nonprofit activities**
- **Professional/networking groups**



PERSONAL BRANDING ACTION PLAN

Goals

SWOT analysis & competitors

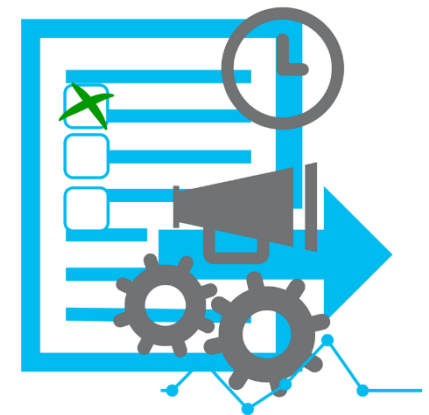
Target market

Self-brand strategy

Time frame

Tactics

Measurements



MORE INFO

Personal Branding exercises:

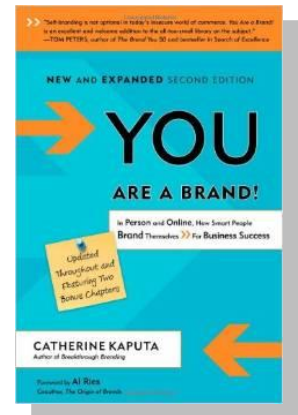
www.isabelalbeldaros.com/personalbranding

Questions, comments and the like:

- contact@isabelalbeldaros.com
- **Twitter:** @ialbelda
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A more in-depth look:

U R a Brand! (Catherine Kaputa)



Thank you for your attention