



# Need for Personal Branding.

- The idea of personal branding is relatively new but it's an important thing to cultivate today. People who are looking to hire and work with you will find out a lot more by Googling you.
- It is estimated **80%** of jobs are found in the informal job market, which means through networking and personal connections.
- Today one of the major source of recruitment is social platforms for recruiter.
- Your individual personal brand is created by the personal values that you believe in and how you build our professional reputation by your contributions to your communities, online and offline.

# Why personal branding?



**You're a brand.**

**I'm a brand.**

**We're all brands.**

**Whether we aim to be or not...**

You might not think of yourself as a brand, but the truth is you are.  
Today, everyone is a brand - even if you're not trying to be.

# Advantages of a Strong Personal Brand

- Increased recognition
- Acknowledgement as an expert
- More opportunities for leadership
- Chances for partnerships
- Greater value

# How To Identify Your Personal Brand?

- What are you passionate about?
- What purpose drives you?
- How are you different?
- What's your core message?

Your first step is to create social media accounts that are separate from your company's official brand.

# How to build your personal brand?

- **Define Your Objective**  
(e.g. “I Want to Start My Own Business”, “I Want to Differentiate Myself From Competitors”, “I Want to Sell More”, etc.)
- **Identify Up to Three Areas of Expertise**  
(e.g. “What do you want to be known for?”, “Whom do you want to connect with?”)
- **Make a List of Profile Links**  
(i.e. Store links to all of your social media profiles in a spreadsheet.)
- **Develop a Strong Positioning Statement**  
(i.e. keyword headline or power statement headline)
- **Use a Consistent Look and Feel on All Platforms**
- **Reserve Your Name Everywhere**

# Developing Your Own Personal Brand

## On The Web:

- Register your own .com / .in domain and your own custom email address.
- Create a blog or website using a professional theme framework.
- Sign up for Google Analytics.
- Start blogging and sharing your personal stories through text, images and video.
- Use a lead magnet on your website to grow your email list.

# Developing Your Own Personal Brand

## Using Social Media:

- Choose 1 to 3 areas of expertise
- Keep the same name, profile pic, images and look across your social profiles
- Reserve your name on all social channels
- Come up with a catchy, unique headline, or bio (i.e. keyword headline or power statement headline)
- Post every day to your most valued social profiles
- Join a chat, group, or community to reach out to others
- Monitor mentions of your name, and reply quickly



# Some of the activities on popular social platforms

- Create a Facebook Page for your digital brand.
- Optimize your LinkedIn Profile for search and discovery.
- Take photos and share them daily on Instagram.
- Share your videos on YouTube or Snapchat.
- Interact with social media influencers on Twitter.
- Consider getting a Google+ account.
- Use a Social Media Dashboard.
- Organize your social profiles.
- Actively participate in online conversations.

# How to win trust on social platforms

- ❑ Be yourself
- ❑ Think twice before posting
- ❑ Don't react immediately to others
- ❑ Be consistent

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