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for job applicants, academic authors, and businesses



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My Professional Brand

We live in a digital world, and you can be sure that when you apply for a job, you will be cross-checked on Google. Your professional brand is a consistent alignment of who you are *in person, on paper, and online*.

Let's review the items you could update to improve consistency:

On paper:

This includes your resume, cover letters, and other documents, such as:

- introductory networking messages
- letters to recruiters
- thank you letters
- follow up letters
- business cards

To improve these:

- Check your follow-up email strategy: it is acceptable (and recommended) to follow up 3-5 times, depending on your level of interest, within 5 business days.
- Write a list of your top 10-15 differentiators. From this list, you can pick several for your resume and cover letters, per each job application. This will also come in handy when drafting short networking introductions or preparing for interviews.
- Check your concise email writing skills.

Online:

List social media channels where you would like to be present (where your target clients or employers are).

- Update your online profiles (LinkedIn and/or other directory listings).
- Edit your email signature to reflect key achievements, memberships, or website links.
- Clean up your personal social media pages.
- Add/review your member pages (bios) on professional association websites.
- If applicable, create/edit your website.
- If applicable, look into your content strategy: what types of posts do you share with your network? How often? What do the people in your network want to read about?
- Highlight your values and differentiators in your online profile(s), messaging, and content.

In person:

- Check your presentation, negotiation, and phone skills. Find your confident voice.
- Rehearse your one-minute presentation (Tell me about yourself) for different scenarios: a specific job interview, a networking introduction, etc.
- Consider working with a coach to role-play interview preparation and/or salary negotiation.
- Reflect on your combination of hard and soft skills – this is what makes you different.