

My Professional Brand

In a digital world, 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 the consistency of your brand:

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 of applying.
- 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 list is also useful for drafting short networking introductions or preparing for job interviews.
- Make sure the email you send are concise and clear.

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, services, specializations, awards, 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 or an online portfolio hosted on another platform.
- 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 learn about?
- Highlight your values and differentiators in your online profile(s), messaging, and content. Your differentiators may change depending on your evolving goals, so update your profiles regularly.

In person:

- Check your presentation, interviewing, negotiation, and phone skills (confidence and clarity).
- 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.