




*Successfully Ever
After*
a 30 Day Personal Branding Transformation

What's My Brand

WWW.CHELLIEPHILLIPS.COM



**It's never too early to
build your personal
brand. It's important you
control how the world
sees you.**

WHAT IS A PERSONAL BRAND?

Your personal brand shows the world who you are, what you know and tells them how you want to be remembered. It includes both your personal and online reputation. You are being judged whether you like it or not. You either build your brand or allow someone else to build it for you. Your brand will set you apart from everyone else.



WHY IS IT IMPORTANT?

It's all about you controlling how you are perceived. It can begin as early as high school. You can begin building a brand that gets you scholarships and college admittance. Through college it can gain you access to programs and organizations and set you up for success as you enter the career world.

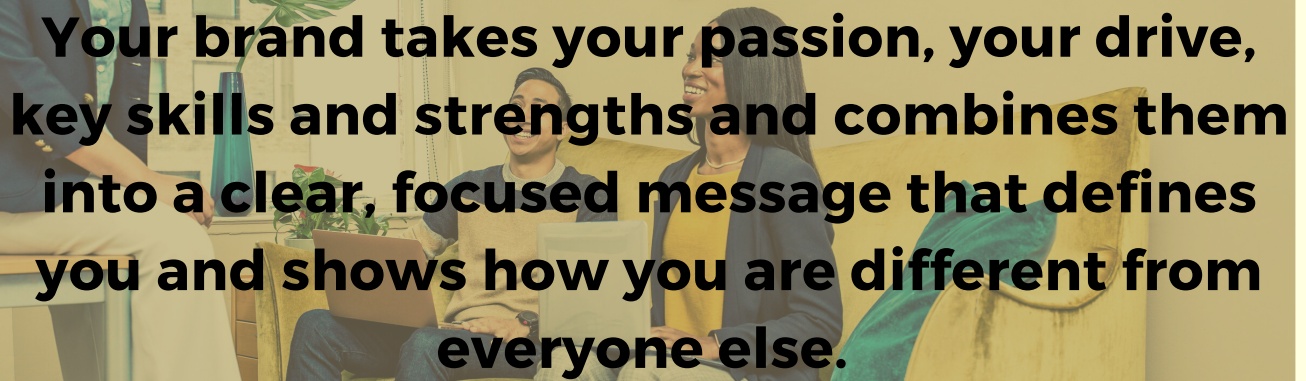
In today's job market, there are 1000's of talented, qualified people all applying for the same job you are. You've got to find a way to stand out for the right reasons.



**70% of employers
use social media to
screen potential
employees.**

WHAT SHOULD IT INCLUDE?

- Spend some time reflecting. Who are you? What do you value? Why do you want to do what you do? What is your purpose?
- What kind of content can you create? What kind should you share that is targeted to your audience?
- Are there groups you can join that will increase your visibility and credibility?
- What is your audience interested in or talking about?
- What images are you including? What does your headshot say about you?



Your brand takes your passion, your drive, key skills and strengths and combines them into a clear, focused message that defines you and shows how you are different from everyone else.

REAL LIFE EXAMPLE

A hiring manager has narrowed their list of candidates to five candidates. She's deciding who to bring in for an interview. On paper, they all seem qualified. Who will land in the interview seat? Our hiring manager brings up the internet and types in each candidates name.

- 2 have no social presence at all.
- 1 seems to just post cat videos.
- 1 has multiple social accounts, but it only contains personal information.
- The last candidate show a clear voice and vision. They have a blog and a personal website. They engage with their followers. They share industry related content.

25% of college admissions officers review applicants' social media profiles

Guess who gets the job!



MISTAKES PEOPLE MAKE IN BRANDING

1. They rush through and don't make all the necessary changes, updates or skip a process all together. If people can't find you, no amount of branding will help.
2. They are not authentic. Branding isn't making up an image. It's about portraying the parts of you that highlight your skills and values. People can see through fake.
3. You don't maintain what you start. Remember, I told you, you've got to be consistent. Dedicate at least a few minutes each day to keep things on track.
4. It's about quality not quantity. Don't post to just post. There's a plan in mind and it needs to be one you can maintain going forward.



You only get one chance at a first impression

HOW TO BUILD YOUR BRAND

- Leverage your social platforms. Use them to brand yourself as an expert in your specific area.
- Share posts or articles related to the work you do or want to do.
- Share your accomplishments and awards.
- Use platforms to highlight skills you have from gig work or hobbies.
- Create a personal website to serve as showcase for your work.
- Volunteer to serve on committees. Join professional organizations.
- Go to networking events.
- Be consistent. Develop a schedule for posting content. Social platforms will reward your consistency and that improves your search ratings.
- Create a spreadsheet or word doc where you can save links to relevant content so you have a stockpile to share out.
- Build your writing and communication skills.



VALUE OF YOUR BRAND

- You are perceived to have a higher value.
- You differentiate yourself from the competition.
- It allows you to connect with a larger audience.
- You attract opportunities matching the strengths and skills you promote.
- You build trust and credibility.



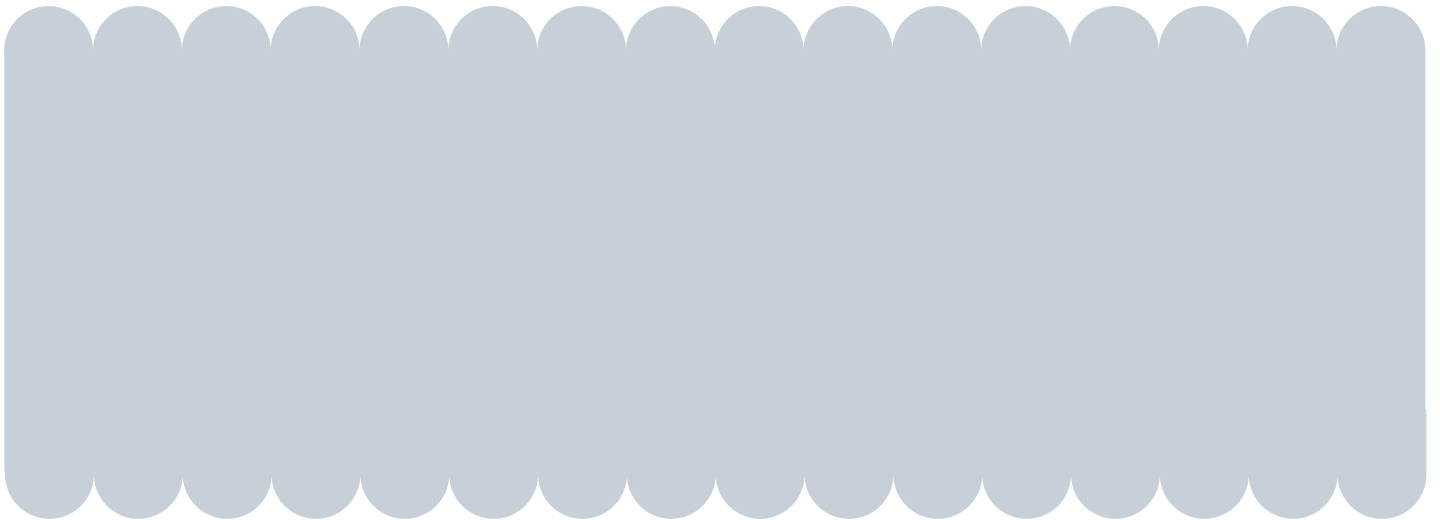
Good or bad - the information is out there. A few clicks is all it takes for someone to decide whether to interview you.

HERE'S THE BIG QUESTION...

What would someone find if they Google your name right now?

Take a few minutes and Google your name.

What did you find? Make a list below.



This is your current personal brand. What you found can have a positive or negative impact on the perception of others. You just began a Personal Brand Audit. Did what you find match the one you want to portray to potential employers, schools or volunteer organizations?



Every time you share, like or comment on something you reveal something about yourself. If you need help cleaning up your current brand or crafting your personal career brand, check out our Successfully Ever After program at www.chelliephillips.com.