



# BOOK 1

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## WELCOME

What does success look like?

## PERSONAL BRANDING

Crafting a Personal Brand Statement  
Information on Brand Audit  
Goals Assessment

## COACHING CALL

*Successfully  
Ever After*

## Welcome to Day 1

You've taken a big step to landing your **Successfully Ever After**. Over the next 30 days, I'll be working with you as you craft a personal brand designed to get you noticed, get you interviewed and get you hired.

I know this process can be overwhelming. I've been there. That's why I created this program. It's designed to give you everything you need in one place so you can concentrate on finding your dream job, and not wasting time searching aimlessly around the internet.



### Program Goals - 30 day sprint

The 30 day program is broken down into four (4) main sections.

- Mindset and determining what an ideal career looks like for you.
- Developing a personal brand
- Building an online community and presence to get you noticed.
- Creating a resume and profile designed to highlight your skills and capture the attention of hiring professionals or recruiters.

## Ultimate Outcome

The goal of **Successfully Ever After** is to make you a "smack-in-the-forehead" obvious fit for the job of your dreams. You'll learn how to mirror words and phrases as you craft attention getting resumes, cover letters and bios. Together, we'll highlight your strengths so you'll move to the top of the interview list.

You won't be alone through this process. I'll be joining you through one-on-one coaching calls at strategic points throughout the 30 days. You'll also be receiving feedback through email as you complete key assignments along the journey.





## Day 2 It's time to Soul Search

For this program to be successful, you'll need to set aside time each day to complete each task. You need to be strategic about your job search. Before you can dive deep into the process, you need to be clear about what you are looking for and what you ultimately want to achieve.

How you define success plays a major role in not only quality of life, but in how we value ourselves. True success has little to do with a number on a paycheck or the amount of awards you rack up and place on a shelf. It must include areas outside of your office.

So take a moment and complete the following:

- 1. What provides value in your life?**
  
  
  
  
  
  
  
  
  
  
- 2. What don't you like about your current job?**
  
  
  
  
  
  
  
  
  
  
- 3. What do you like about your current job? Even if you hate the job, there are probably aspects you like (co-workers, shift, location, tasks).**
  
  
  
  
  
  
  
  
  
  
- 4. What are must-haves and good to have in your new position? Think about benefits, flexible hours, and day care.**

## Day 3- What is a Personal Career Brand?

Think about your **Personal Career Brand** like choosing the perfect outfit for your dream job interview. Your brand, like any brand, is meant to make you stand out from all the others. It symbolizes your strengths, it builds your reputation, it adds credibility, and it attracts attention.

***Why should you build a Personal Career Brand?  
It opens the door to professional opportunities.***

If you want a better job, you want the hiring manager or CEO, at your dream company to associate you as the candidate with what they need.



**The first step in building a brand is deciding how you want to brand yourself.**

You need to set some professional goals. Look at the lists you made on Day 2. Get a clear picture of what you ultimately want. Having clarity will help you keep the distractions at bay and begin to move forward presenting your **Personal Career Brand** to the world. Branding is more than a personal website or a great online presence. It's also a huge mental game. You have to believe in the brand you create.

When you write down your goal, it becomes a huge motivator. It forces you to move forward.

## What's Your Goal?

A close-up photograph of a young woman with dark, curly hair, smiling broadly while talking on a white smartphone. She is wearing a white blazer over a teal top. The background is a soft, out-of-focus grey.

## Creating a Vision

The first step is organizing your thoughts. You need to determine how you want to be perceived by others.

- 1. What are your values? These are the things that drive your life and you rely on to make decisions. Examples are: family, friends, integrity, intelligence.**

As you go through your career search, you'll begin investigating companies you want to work for. You need to make sure their values align with yours. The goal of building your Personal Career Brand isn't just to get you a better job, it's also about finding a company you will enjoy working for in a career that brings happiness to your life.

### **2. Identify Your Passion**

Your passion are the things you enjoy doing with your time - whether you are paid for it or not. Some of these may overlap with your values. For example: spending time with your spouse, utilizing technology, and traveling.

Passions can be both professional and personal. Your professional ones will drive your career. Using the examples above, you can see where the person might enjoy creating an app for the travel industry for a company where the schedule allowed family time.

Make a list of both sets of passions.

### **3. What are your identifying traits?**

These are your unique personality markers. For example: extrovert, introvert, agreeable, opinionated, quiet.

Ask your family and friends to describe you. There are no wrong answers, but knowing this list will help you identify jobs that are a good fit and help you avoid situations that won't work.

## Determine Where You Want to Be

Now you know who you are and what matters to you. This means you can move forward with where you want to be. You need that understanding to lay the foundation for a successful career search.

### Create a description of your ultimate career ending.

Write down what you'll be doing on the day you retire. Be as specific as possible. Describe your office, your co-workers, the type of activities that are in your day.

### Now take a step back. Design your path to achieve that ending.

As you begin the career search for your dream job, are there steps along the way you'll need to achieve. Are there accomplishments in your current career that can propel you this point?

For example: before you can become a marketing executive, you would need to lead a sales team. Before you can lead a sales team, you need to be a sales rep.

Are there multiple paths that can get you to your desired outcome? List all the possibilities.



## Your Brand - In 2 Sentences

### Now it's time to start turning all your self reflection into your Personal Career Brand.

A branding statement is one or two sentences that clearly tells people who you are and what you stand for. It makes you unique and memorable. It clearly represents you and the things that are important to you and the skills you possess.

Take a look at all the lists you've put together. Pay attention to your goals and strengths. Give it a try and see what you come up with.

Need some inspiration? Here's a couple of examples to help you along the way.

**IT Specialist:** I'm an award winning coder who specializes in delivering tailor-made apps for my clients.

**Educator:** I'm a dedicated teacher who makes learning fun and personalized for students. I stimulate their curiosity and have seen an increase in test scores.

**Cosmetologist:** Through hair style, I help women see themselves as beautiful and confident, thus empowering them to take on the world.

## Day 4-5 Personal Brand Audit

You'll receive an e-book today designed to walk you through your current personal brand.

Over 70% of employers use social media to screen candidates during the hiring process.



# Expert

## Day 6- What's Your Special Sauce ?

One more thing you need to do. Take some time today and make a list of the things you do better than anyone else. If you were sitting in an interview right now, what would you tell the hiring manager is the one thing you bring to the table they can't live without.

Now start thinking about ways you can show that strength online on your profiles. Do you have photos? Awards? Presentations?



## Day 7 - Start Building Your Personal Career Brand

Now it's time for you to take action.

1. Delete anything on your current profiles that don't match the image you want to portray to a potential employer.
2. Start searching Google for news articles and information related to your desired career field or potential employers. Save the URL's in a Word doc or Excel sheet so you can reference them once you're ready to share them.



### Let's Review!

You've made it through the first 7 days! Since we began this journey you've:

- Developed a clear understanding of the traits and skills you possess.
- You've created a personal branding statement that highlights your unique skills, abilities and personality.
- You've completed an Online Brand Audit.
- You've taken the first steps to create your new brand designed to land your Successfully Ever After.