

# Personal Branding Toolkit

## Books, articles, exercises

### **Personal Branding For Dummies**

*2nd Edition Paperback* by Susan Chritton

### **The Brand You 50**

*Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!* by Tom Peters

### **The Brand Called You**

*Make Your Business Stand Out in a Crowded Marketplace* by Peter Montoya with Tim Vandehey

### **The Brand Called You by Tom Peters September 1997**

<http://www.fastcompany.com/28905/brand-called-you>

### **The First Step to Building Your Personal Brand**

<http://www.forbes.com/sites/dailymuse/2012/02/14/the-first-step-to-building-your-personal-brand/>

### **Are You Dressing The Part Of Your Job?**

<http://www.forbes.com/sites/85broads/2011/04/13/dressing-the-part-job-personal-branding/>

### **Build Your Personal Brand on Social Media, Moment by Moment**

<http://www.entrepreneur.com/article/235073>

### **Creating and Presenting your Personal Brand**

*(A guide to help you identify the components of your personal brand)*

<http://www.studyqs.net/brand/>

### **The Best Leaders Make Unforgettable First Impressions**

<http://www.forbes.com/sites/glennllopis/2014/03/31/the-best-leaders-make-unforgettable-first-impressions/>

### **Personal Branding Is a Leadership Requirement, Not a Self-Promotion Campaign**

<http://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

### **10 Ways to Wreck Your Personal Brand**

<http://www.theladders.com/career-advice/10-ways-wreck-personal-brand>

### **6 Things That Could Be Hurting Your Personal Brand**

<http://www.forbes.com/sites/learnvest/2013/10/31/6-things-that-could-be-hurting-your-personal-brand/>



# Personal Branding Toolkit

## Personal branding “to do” list

- Write down 2 to 4 things you are really good at in your job (Think of the things for which you are the “go to” person.)
- Ask colleagues or clients to list 3 things that you do really well.
- Pose a question on social media: “Please list 5 things you’d say about me professionally (strengths, traits, skills, passions, values.)”
- List one thing you can do in the next 14 days to enhance your personal brand (If you want me to send you a reminder, email me at Gretchen@GretchenRoufs.com.)
- Audit your resume, professional bio, social media profiles, cover letters, and any other written material to make sure that what you say about yourself is consistent. Do this audit on a regular basis.

## Personal branding benefits<sup>1</sup>

1. Grant permission to be yourself
2. Gain confidence
3. Build credibility
4. Showcase your specialty
5. Leave your mark
6. Connect to your target audience
7. Distinguish yourself from the competition
8. Get the support you need
9. Focus your energy
10. Let yourself be lazy (you don’t have to reinvent yourself)

## Ways to sink your brand<sup>1</sup>

1. Let it go stale/take it for granted
2. Neglect consistency
3. Speak before you think
4. Exhibit bad behavior
5. Be unresponsive
6. Ignore the politics
7. Have an unprofessional online image
8. Not tell the truth
9. Be inauthentic/look like a phony
10. Lose focus

<sup>1</sup> Excerpted from *Personal Branding for Dummies* © 2014

