Building Your Professional Brand Webinar

November 5, 2013

Presented by Pamela Weinberg ’87
Career Coach & Personal Branding Strategist
www.pamelaweinberg.com
Discovering Your Personal Brand

Google Blues - By Meerasapra

AND WHAT MAKES YOU FEEL THIS SUDDEN LOSS OF IDENTITY?

WELL, I DID A GOOGLE SEARCH FOR MY NAME, BUT, IT WAS NOT LISTED ANYWHERE. SO, HOW DO I KNOW WHO I AM???

sigh...
What Is Your Personal Brand?

Your brand defines **WHO** you are and **WHAT** you stand for

© Pamela Weinberg 2013
Who Are You?

- blogger
- ethical
- skilled
- techie
- strategic
- tenacious
- negotiator
- multi-lingual
- personable
- creative
- marketer
- expert

Sponsored by the Hiatt Career Center

© Pamela Weinberg 2013
How Branding Can Help Your Job Search and/or Career

Personal Branding can help you:

• Differentiate yourself
• Enhance your recognition as an expert
• Raise your visibility to potential employers/clients
• Direct and focus a job search
Creating Your Personal Brand

Many factors go into creating your personal brand, including:

- How you present yourself publicly
- What you would like potential employers/clients to think about you
- What key expertise you want to convey

Developing a Personal Mission Statement can help guide your brand.
A personal mission statement allows you to:

• Define and connect with your own unique purpose

• Articulate what YOU deem the most important information to disseminate about your brand
A well done personal mission statement should serve as a personal “GPS” for future career and life choices.
Crafting Your Mission Statement

- Keep it simple, clear and brief. The best mission statements tend to be 3-5 sentences.
- Describe what you want to focus on and who/what you want to become in this stage of your career.
- Make your mission statement positive; it should sound like “you.”
Crafting Your Mission Statement

- Include skills, character traits and knowledge that you value and want to develop further.
- Use it to guide your day-to-day actions and decisions.
- Update it regularly as you achieve your goals.
Sample Mission Statement

“To be known within the commercial real estate industry as an expert in tenant representation. I will do this by attending and speaking at industry conferences, writing for real estate blogs, and developing relationships with key thought-leaders in the field.”

-- Brian W., real estate professional
Promoting Your Professional Brand

• Read magazines, newspapers, websites and blogs to find articles that match your interests.
• Respond to articles written by journalists, reporters and bloggers.
• Create your own blog or website.
• Join professional associations.
• Issue a personal press release to announce something about yourself or your company.
• Include a custom signature in each email you send.
Social Media: The Ultimate Branding Tool
How to use your professional LinkedIn profile to highlight your personal brand:

• Craft a descriptive profile headline.
• Upload an appropriate photo.
• Update your status regularly.
• Link to relevant articles.
• Include a full education profile.
LinkedIn

• Share your resume, blog, published work.
• Summarize professional qualifications.
• Join LinkedIn groups within your industry and the Brandeis community.
• Add keywords to fill in the “Skills” section.
• Ask for recommendations.
• Send personalized invitations to connect to contacts after each meeting.

**Tip:** Join the Brandeis University Career Connections group on LinkedIn and download the LinkedIn Guide for Brandeis students and alumni.
Sample LinkedIn Profile

Selena Rezvani
Author / Speaker / Consultant at Women's Roadmap (www.womensroadmap.com)
Greater Philadelphia Area | Management Consulting

Previous
National Association of Women MBAs, Management Concepts, Great Place to Work® Institute

Education
The Johns Hopkins University - Carey Business School

Connect | Send InMail

www.linkedin.com/in/selenarezvani

© Pamela Weinberg 2013
Facebook

How to use Facebook to promote your brand:

• Update status regularly and post links to personal blogs, articles, websites.
• Join groups and fan pages of the companies and industries that interest you.
• Inbox contacts or potential clients.
• Manage privacy settings.


Sponsored by the Hiatt Career Center
Twitter

How to use **Twitter** to build your brand:

- Follow companies/people with whom you would like to do business.
- Follow leaders in your field and re-tweet their posts.
- Be a provider of information about yourself and others.

**Tip:** Use [www.listorious.com](http://www.listorious.com) to locate key people to follow in your field.
Twitter

• Share tweets on Facebook, LinkedIn, blog or website to get your messages across more outlets.

• Send direct messages to develop relationships with followers.

• Search for jobs.

More Social Media for Your Brand

- **Pinterest**: a pinboard-style social photo board sharing website

- **Instagram**: photo sharing app allowing users to take a photo & share it on social networking sites

- **Foursquare**: a location-based social networking service

- **Google +**: a social network utilizing individual circles of contacts
Monitor Your Brand

- Google yourself and set **Google alerts**: www.google.com/alerts.
- **Technorati.com**: See who is using your blog information or searching for you.
- **Backtype.com**: Traces every blog that mentions you.
- Search your name on Twitter: **search.twitter.com**

**Tip**: Join [www.Klout.com](http://www.Klout.com) to measure your social media presence
The Last Word on Personal Branding

CREATE & COMMUNICATE

DISCOVER

MAINTAIN

YOUR BRAND

Sponsored by the Hiatt Career Center

© Pamela Weinberg 2013
Featured Resources

- **Facebook me** by Dave Awl
- **Me 2.0** by Dan Schawbel
- **Twitter Tips, Tricks and Tweets** by Paul McFedries
- www.listorious.com
- www.quintcareers.com
- www.danschawbel.com
- www.timethoughts.com
- www.wikihow.co/build-you-personal-brand
- www.blog.brand.blogs.com
- www.mashable.com
- www.onetonline.org
- www.bls.gov/ooh

© Pamela Weinberg 2013

Sponsored by the Hiatt Career Center
Contact the Presenter

- **Pamela Weinberg ’87**
  - Career Coach & Personal Branding Strategist
- **Email:** pamela@pamelaweinberg.com
- **Website:** www.pamelaweinberg.com
- **Twitter:** @PamelaWeinberg
Contact the Hiatt Career Center

• Alexandra Anweiler Stephens
  – Associate Director, Alumni Career Programs & Engagement
• Email: astephens@brandeis.edu
• Phone: 781-736-3623
• Website: www.brandeis.edu/hiatt/alumni
• Connect with Hiatt via Social Media:
  – Twitter: @HiattatBrandeis
  – Facebook: www.facebook.com/HiattCareerCenter
  – LinkedIn group: “Brandeis University Career Connections”
Next Steps

• Brandeis students and alumni: Call (781) 736-3618 to schedule a free, 1-on-1 career counseling appointment with a Hiatt career counselor (in-person, phone, Skype)

• Stay tuned for details on next webinar: Careers in the Comic Book Industry (December 3, 7:00 p.m. ET)

• Fill out our satisfaction survey and let us know how we can serve you better

• Check your follow-up email for links to additional resources, and a list of those covered today