

Build Your Personal Brand Like A Pro

with Debra Wheatman, CPRW, CPCC
President, Founder



This Image is part of MY Brand

Everywhere I am this is the image you see
Consistency is Key



Branding is serious business

- Having a well-defined brand is a **MUST**
- Your brand must be memorable
- Your brand creates an anchor between you and your audience
- Work your brand every single day ... without fail
- Your brand is distinct and helps set you apart



What is your brand?

Your Brand ...

- is the story of **YOU**
- should evoke feelings of trust and value
- should portray the image of a leader
- should set expectations

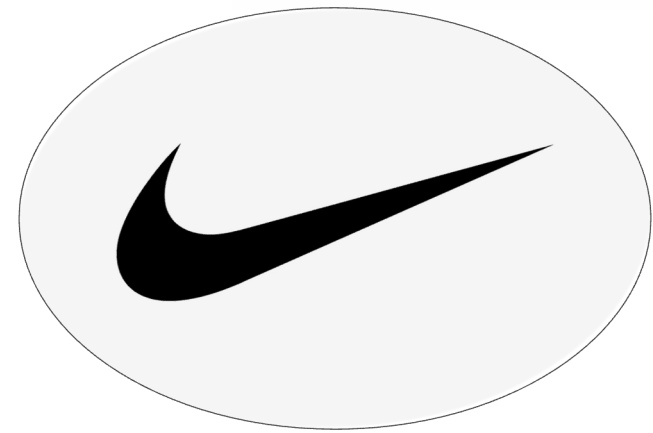


Case Studies in Good Branding

- You know these companies
- You can probably tell me five things about them
- There are feelings attached to each of these logos

Your objective – make your brand as effective as these

What five things do you want people to know you for?



First Step - work on defining your brand

Consider the following:

- What do you enjoy doing?
- In what areas do you excel?
- What do people see in you?
- What are the things you don't like or struggle to do?

Don't just reflect internally, ask others how THEY see you

These answers will place you in a better position to brand yourself



Get Active on LinkedIn

- Don't ignore LinkedIn
 - 20 million companies
 - 14 million open jobs
 - 90% of recruiters use it
- Not having a LinkedIn profile is *almost* as bad as not having a resume
- Don't copy and paste your resume
- Sign up for LinkedIn and post **consistent** and **engaging** content



Don't Limit Yourself

- Use other social media *as appropriate*
- Recruiters and hiring manager **WILL** find you on all social media platforms
- Make sure all points of presence demonstrate a professional appearance

Not all – *or any* – of these will add to your brand but they will subtract if you are not careful

USE THE GRANDMA RULE



When others think of you... what do you want them to think and feel?

- Coca-Cola wants you to think of happiness and joy
- Nike wants you to think of athleticism, strength, and perseverance
- The brand you showcase should **ALWAYS** center around that question
- This is true today and tomorrow

Your brand represents your Unique Value



Who is your audience?

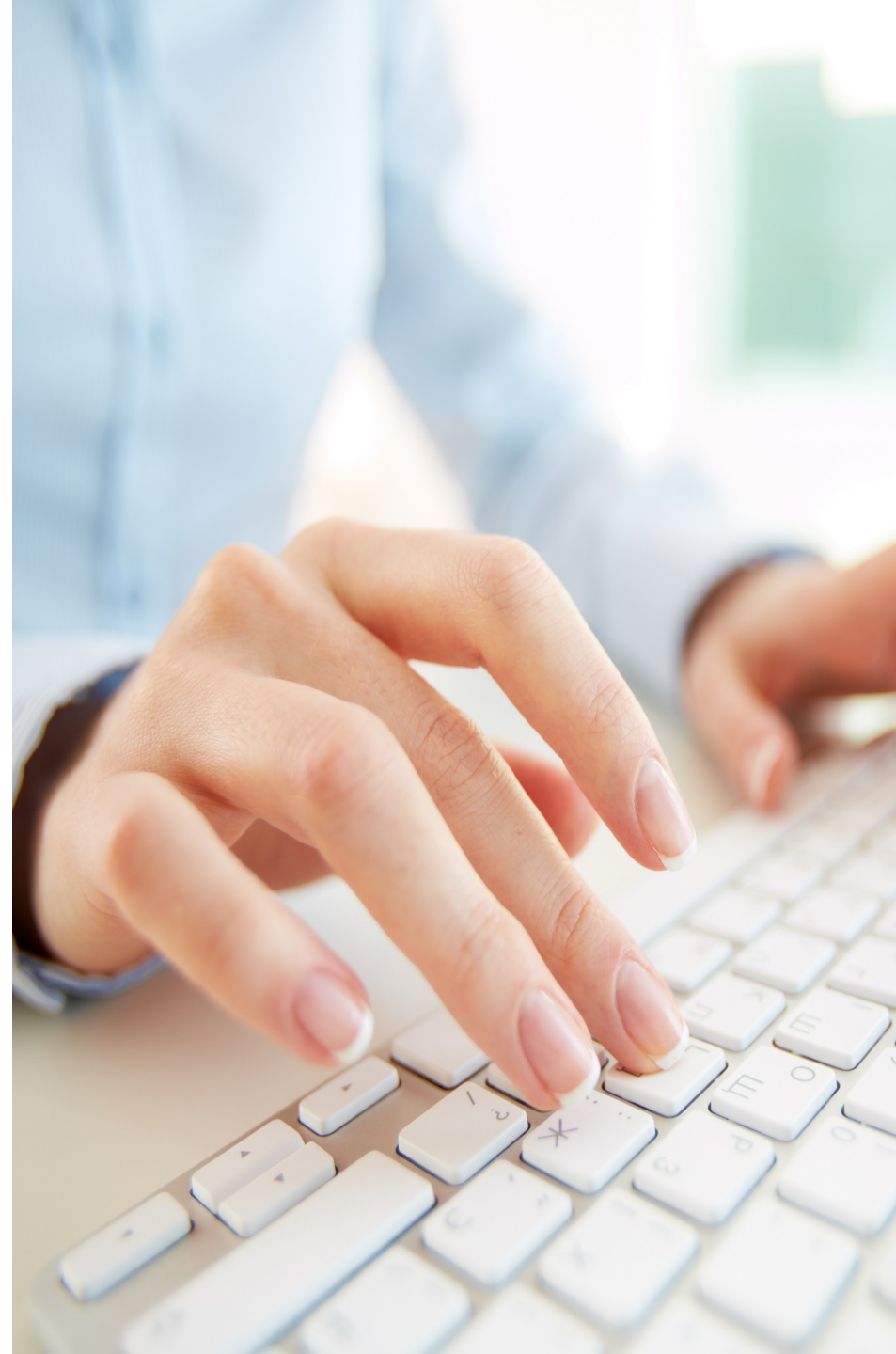
- **My target audience:** executives and rising executives who recognize the value of engaging an expert.
- **Your target audience should be as tightly defined as possible.**
- Don't just say "my target audience is hiring managers."
 - Who is this hiring manager?
 - What field are they in?
 - What problems are they trying to solve?
 - What roles are they looking to fill?



Knowing your target audience makes it easier to create a compelling story with your unique value.

Research, research, research

- Research is critical to defining your brand
- Learn about the players already in your 'market' space
- Use them as inspiration – don't copy them
- See what strategies - online and offline work for others
- Pilot ideas – keep what works and drop the rest



Schedule Informational Interviews

- Informational interviews are a great way to gain information and build a roadmap
- Wonderful way to advance your knowledge
- People will speak with you
- Starting questions:
 - *How did you get your start in the industry?*
 - *What advice would you give someone looking to break in?*
 - *What do you do to remain current with the industry changes?*
 - *Are there any industry or networking groups you recommend I join?*



Create Your Elevator Pitch

- Craft a short message about who you are and what you do
- Focus on a few key points that you want to leave with your audience

Would anyone like to be brave and provide me with their current elevator pitch?



Networking is the
NUMBER ONE tool
for your brand



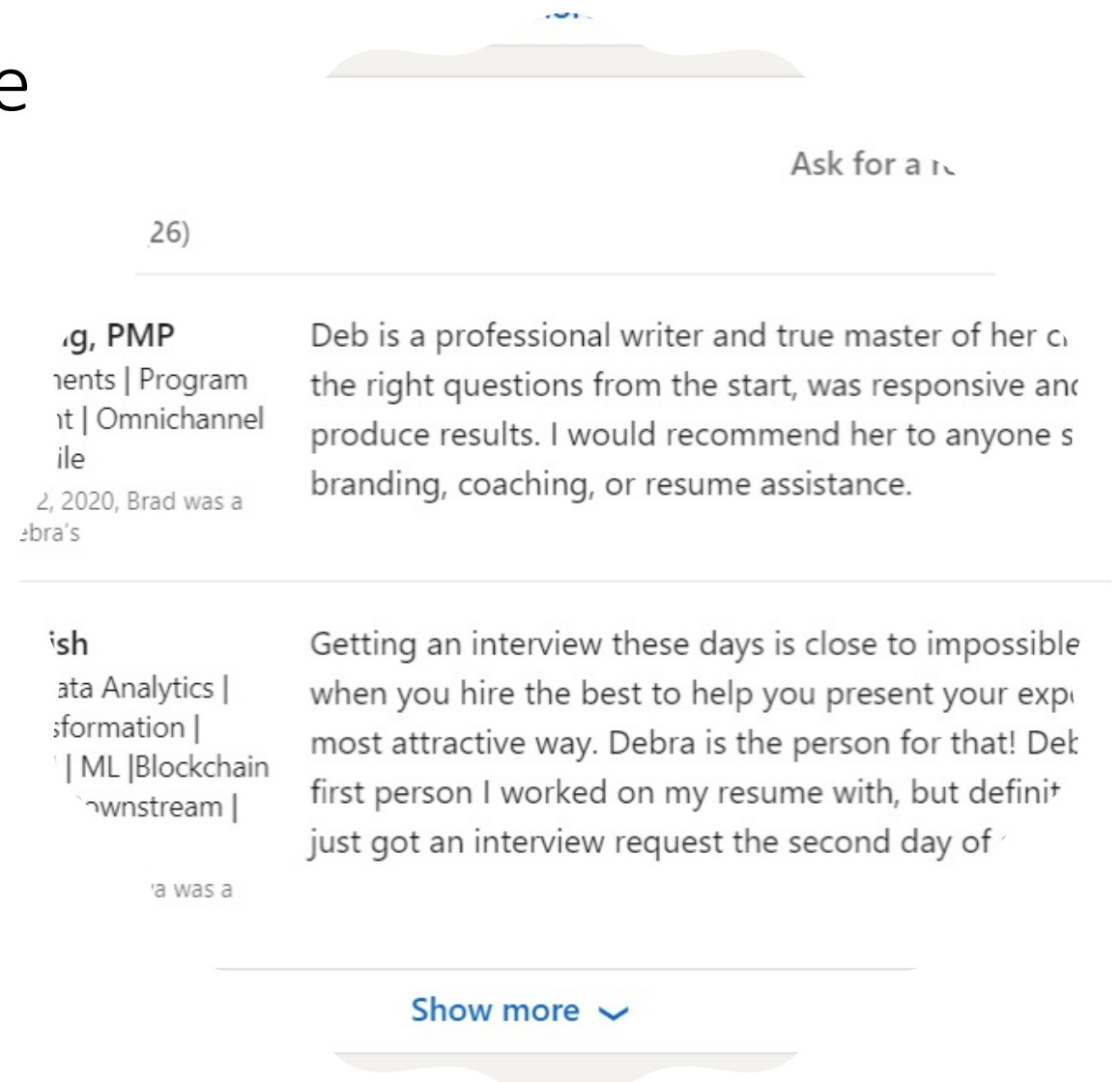
Best Practices for Networking

- Do **NOT** just make it all about what they can do for you. It's a two-way street
- When expanding your network, try to create customized messaging
- Networking is **proactive**. Don't wait until you're desperate for work. Do it regardless of your employment status
- Social media makes it easy to network. Content provides you with a conversation starter and maintaining relationships is as easy as clicking the like button
- In a non-COVID world, attending events and meeting people for coffee are great and simple methods to improve your network
- Referrals are one of the **TOP** ways that jobs are filled in today's market.

Don't make people just take your word for it....

- Provide testimonials and recommendations wherever possible
- Grow a strong list of references
- On LinkedIn take endorsements a step further with recommendations

Do you make major decisions without getting second opinions?



The screenshot shows a LinkedIn profile section for 'Debra' with two recommendations. The first recommendation is from Brad, dated February 2, 2020, praising Debra's skills in PMP, Program Management, Omnichannel, and Mobile. The second recommendation is from 'ish' (likely Ish), dated February 2, 2020, praising Debra's skills in Data Analytics, Information, ML, Blockchain, and Downstream. Both recommendations highlight Debra's professional writing and ability to produce results. A 'Show more' link with a downward arrow is visible at the bottom of the recommendations section.

Ask for a re

26)

g, PMP
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ile
2, 2020, Brad was a
Debra's

Deb is a professional writer and true master of her craft. She asked the right questions from the start, was responsive and produced results. I would recommend her to anyone seeking branding, coaching, or resume assistance.

ish
Data Analytics |
Information |
ML | Blockchain
Downstream |
2, 2020, Brad was a

Getting an interview these days is close to impossible when you hire the best to help you present your experience in the most attractive way. Debra is the person for that! Debra was the first person I worked on my resume with, but definitely helped me just got an interview request the second day of

Show more ▼

Use Analytics

- Make sure that your efforts are moving the needle
- There are analytics that can tell you how your content is performing
- Use analytics to ensure that you are reaching your intended target audience

“Content that fails to engage is content that FAILS!”



Show the Person Behind the Brand

- Even the most professional people are still **people**
- The key is finding out how to share that personal side in an appropriate way.
- I will absolutely share a post bragging about my kids or a funny picture of my husband or a gift that my client sent me.
- Branding is an advertising tool. The best advertising campaigns are the ones that connect on a personal level.

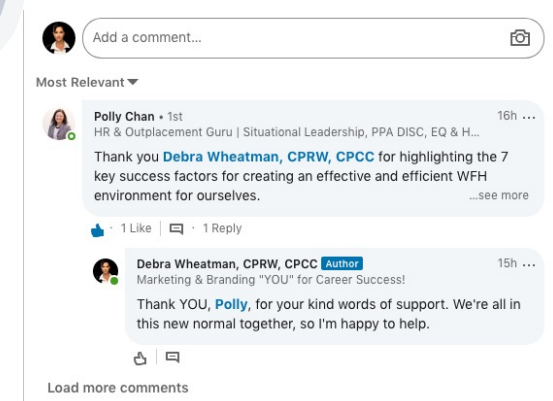
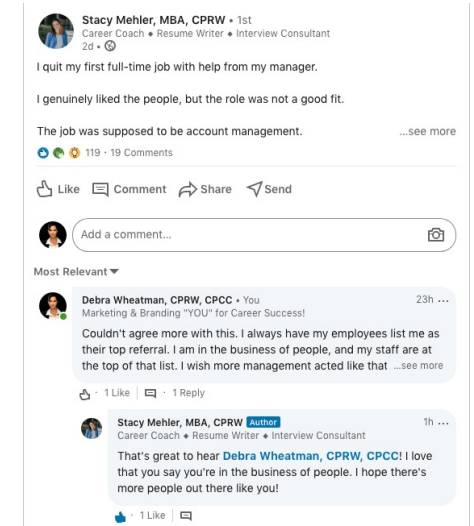


- Remember that everything you do, say and post comes back to your brand
- Topics to avoid politics, sex, sports and religion
 - And be careful about humor
- In today's world of cancel culture, it just takes **one slip up**

Don't Get Crazy With It

Your Personal Brand is a Long-term Commitment

- This should be your biggest takeaway.
- The best brands are built over years
- Maintain your online presence and interact with your network to be a leader in your space; look for new ways to stand out
- Focus on your actions and results
- Provide the right care; you will realize the benefits from your network and beyond





Add a comment...



Most Relevant ▼



Polly Chan • 1st

16h ...

HR & Outplacement Guru | Situational Leadership, PPA DISC, EQ & H...

Thank you **Debra Wheatman, CPRW, CPCC** for highlighting the 7 key success factors for creating an effective and efficient WFH environment for ourselves. ...see more

👍 · 1 Like | 💬 · 1 Reply



Debra Wheatman, CPRW, CPCC Author

15h ...

Marketing & Branding "YOU" for Career Success!

Thank YOU, **Polly**, for your kind words of support. We're all in this new normal together, so I'm happy to help.



Load more comments



Stacy Mehler, MBA, CPRW • 1st

Career Coach ♦ Resume Writer ♦ Interview Consultant

2d • 🌐

I quit my first full-time job with help from my manager.

I genuinely liked the people, but the role was not a good fit.

The job was supposed to be account management.

...see more

👍 🌱 💡 119 · 19 Comments



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Most Relevant ▼



Debra Wheatman, CPRW, CPCC • You

23h ...

Marketing & Branding "YOU" for Career Success!

Couldn't agree more with this. I always have my employees list me as their top referral. I am in the business of people, and my staff are at the top of that list. I wish more management acted like that ...see more

👍 · 1 Like | 💬 · 1 Reply



Stacy Mehler, MBA, CPRW Author

1h ...

Career Coach ♦ Resume Writer ♦ Interview Consultant

That's great to hear **Debra Wheatman, CPRW, CPCC**! I love that you say you're in the business of people. I hope there's more people out there like you!

👍 · 1 Like | 💬

Debra Wheatman, CPRW, CPCC is the founder and president of Careers Done Write, a premier career services provider focused on developing highly personalized career roadmaps for senior leaders and executives across all verticals and industries

Reach Debra

646-389-SEEK (7335)

Debra@CareersDoneWrite.com

CareersDoneWrite.com



[LinkedIn.com/in/DebraWheatman](https://www.linkedin.com/in/DebraWheatman)



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Questions?

