

# Personal Branding for Professionals

## CREATE YOUR OWN NARRATIVE & STAND OUT



Do you know that according to a LinkedIn survey, 70% of professionals believe that personal branding is essential to career success? In fact, in today's world, your personal brand is like your digital handshake.



It's the first impression you make on potential connections, clients and collaborators; and hence it's important you make a good one!

## What is Personal Branding and why is it relevant today?

Put in simple words, personal branding is the practice, or rather art, of creating a distinct and authentic identity for oneself. It involves showcasing your skills, values, and unique qualities to leave a lasting impression, both online and offline.

**Personal branding is crucial for:**

- **Career Advancement:** A strong personal brand can help you stand out in a competitive job market, attracting opportunities and potential employers.
- **Networking:** Building a personal brand enhances your ability to connect with like-minded individuals and expand your professional network.
- **Trust and Credibility:** A well-crafted personal brand can instill trust and credibility in your expertise, leading to increased influence and authority in your field.

# What is Personal Branding and why is it relevant today?

**Define your personal brand:** Identify the qualities that make up your own brand. What sets you apart? How would you like to be remembered? Once you have a firm grasp on your brand's identity, you can begin shaping your footprint in the same way.

## Quick ways –

- Think of your strengths, values, and experiences, and write them down
- Find role models in the people you like and learn from them
- Formulate your own distinct brand statement
- Summarize briefly what sets you apart from the competition

**Develop your personal brand voice:** Your personal brand voice is the unique tone and style that you use in all of your communications. It should be consistent across your offline and online trail – for example website, social media, and other platforms.

## Quick ways –

- Tailor your content as per your intended readers/target audience (TG)
- What kind of tone and style do you want to use to communicate with them?
- Be authentic and add your personal flavour to your writing
- Use a consistent voice and stay true to your values

**Create personal branding content:** Share valuable information and insights with your audience through blog posts, articles, social media posts, and other types of content. This will help you establish yourself as an expert in your field and build thought leadership.

## How?

- Choose topics that you and your target audience are passionate about
- Provide valuable information and insights that are not common knowledge
- Write in a clear and engaging style
- Use unique logo and visuals to make your content visually appealing





# The Art of Personal Branding

**Use social media to build your personal brand:** Connecting with your target demographic and spreading the word about your personal brand has never been easier than with the help of social media. Engage with your audience on a consistent basis through social media.

## How?

- Choose the social media platforms that your target audience is using
- Post regularly and engage with your followers
- Use relevant hashtags to reach a wider audience
- Promote your content to maximize its impact

**Network for personal branding:** Attend industry events and connect with other professionals. Do good work, be ready to learn, unlearn and relearn, build relationships and get your name out there.

## How?

- Participate in industry gatherings and networking opportunities
- Make meaningful connections with peers and professionals
- Reach out to people you admire and ask for coffee chats or phone calls
- Offer to help others with their projects and initiatives

# Easy tools to get started

**SWOT Analysis:** SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is like a compass that will help you understand where you are now, where you want to be, and how you can get there.

**Skills Assessment Tests:** Platforms like LinkedIn Learning, Coursera, or Skillshare offer skills assessment tests that can help you gauge your proficiency in various areas. This information can guide your personal brand development.

**360-Degree Feedback:** Seek feedback from peers, mentors, and colleagues. Their insights can provide a well-rounded view of your strengths, helping you understand how others perceive your abilities and qualities. These strengths can form the foundation of building your personal brand on.

**Myers-Briggs Type Indicator (MBTI):** The MBTI assessment can provide insights into your personality type, which can be a valuable starting point for understanding your strengths and how you relate to the world. MBTI helps to further explore and understand our own personality including likes, dislikes, strengths, weaknesses, possible career preferences, and compatibility with other people.

While you do all this, remember PACE: Patience, Authenticity, Consistency and Engagement. Equipped with these tips, hone in on your top qualities and work to shore up your weaker areas. Clearly understand your opportunities and challenges and put the information and insights to use in your decision-making and future planning. It is just the right time to go out there and build a personal brand that's so strong, it could make Mr. Amitabh Bachchan jealous!



## About Author: Snehal Bangad

Snehal is a Communication & Creative Consultant with 10+ years of experience working with 90+ brands across real estate, retail, FMCG, edutech, healthcare, hospitality, fashion, food, e-commerce and more. She has worked with a number of notable clients, including Godrej, Reliance, Credit Suisse, Emami, MIT, GOQij, and Al Baker. Her journey is marked by rigorous academic programs at BITS Pilani and IIM-Kozhikode, as well as forays into a variety of professions, including Marine Research, Investment Banking, Writing, Marketing, and Branding. Snehal is also a passionate dancer, skilled anchor and public speaker, a freelance coach and trainer and an active blood donor.