

every  
woman

AN INTRODUCTION TO

# PERSONAL BRAND

WORKBOOK

[www.everywoman.com](http://www.everywoman.com)



# Contents

About this workbook	4
<b>Section 1:</b> What is personal brand and why is it so important?	5
<b>Section 2:</b> Discovering your personal brand	12
<b>Section 3:</b> Refining your personal brand	27
<b>Section 4:</b> Promoting your personal brand	33
<b>Section 5:</b> Extending your personal brand	38
Your personal action plan	39
everywoman experts	40
Further reading	41
Endnotes	41

All of us need  
to understand  
the importance  
of branding...  
To be in business  
today, our most  
important job  
is to be head  
marketer for the  
brand called You.”

TOM PETERS, 'THE BRAND CALLED YOU', *FAST COMPANY*

# About this workbook

AT EVERYWOMAN, we deliver a range of innovative products and resources that unlock the potential and talent of women in business globally. For those women starting out or looking to progress their careers, or build and develop their own enterprise, the everywomanNetwork provides a wealth of personal development resources, advice and inspiration to address the challenges faced at key stages in business.

We produce workbooks on topics that matter most to our members and we're constantly listening to your views to give you the tools you need to propel you through your career, at a time and place that suits you.

"Be authentic in your new job. Know who you are, and bring that personal brand to work."

JO RZYMOWSKA, MANAGING DIRECTOR OF CELEBRITY CRUISES UK AND IRELAND <sup>1</sup>

That's the advice from one of our everywoman members, Jo Rzymowska. It was the mantra she lived by when she took on a big new role as Managing Director of Celebrity Cruises UK and Ireland, an internal promotion that saw her move from better-known parent company, Royal Caribbean, to what she calls an upcoming 'brand challenger'.

She explains the mental process she went through as she prepared to make the role switch: "Although I take my job very seriously, I really like to have fun at work and it's important to me that I bring that quality to the office and my work with the team. Equally important is that I'm open, honest and direct. At the same time, it's crucial, particularly as a leader, that you're representing the organisation, whether that's at a networking event or on social media. That's why it's so important that you really understand the culture of the business you're joining."

What Jo's describing is very much an exercise in personal brand. Through undertaking it, she understood what personal qualities she brings to her profession (a balance between taking work seriously with having fun, paired with openness, honesty and directness). She also understood her new position as role model and how that might impact what she says and does both internally and publicly. Equally, she recognised the importance of understanding how these values aligned with those of the business.

Wherever you are in your career or business journey, this workbook invites you to get started in this critical exercise for success. It will guide you through the practical steps of defining your personal brand and working out how you can promote this far and wide in order to hit those key goals in your career plan.

This topic requires your commitment. You need to dedicate time to thinking about your brand and seek feedback to help you to grow in this area. It will also require having the courage to change anything that might be holding you back from making the most of what you have to offer. This will take effort and a lot of thinking as you work through the pages. The great news is that nobody knows you better than you, so you already have everything you need to get started.

Maxine & Karen

The everywoman team

THINK OF THE  
BUSINESSPERSON YOU  
MOST ADMIRE, AND THE  
THREE WORDS THAT  
SUM THEM UP WILL  
MOST LIKELY COME  
EASILY. THAT'S BECAUSE  
THEY'VE INVESTED  
TIME DEFINING AND  
PROMOTING THEIR  
PERSONAL BRAND.

# What is personal brand and why is it so important?

The idea of personal branding was first raised in a 1997 *Fast Company* magazine article by Tom Peters.<sup>2</sup> Since then, countless books, blogs and consultancies have attempted to guide individuals through the process of creating a strong personal brand to enable career success and growth. So let's start at the beginning. What is a personal brand?

**T**he strategic answer is that it's the key to leveraging the age-old rule: 'people buy people'. Just as companies use their brands to help us decide if we want to buy their products or services, you can use your personal brand to help people decide whether they want to 'buy' you – as a candidate for a new role or promotion, as a client or service provider, as a colleague, connection or confidante.

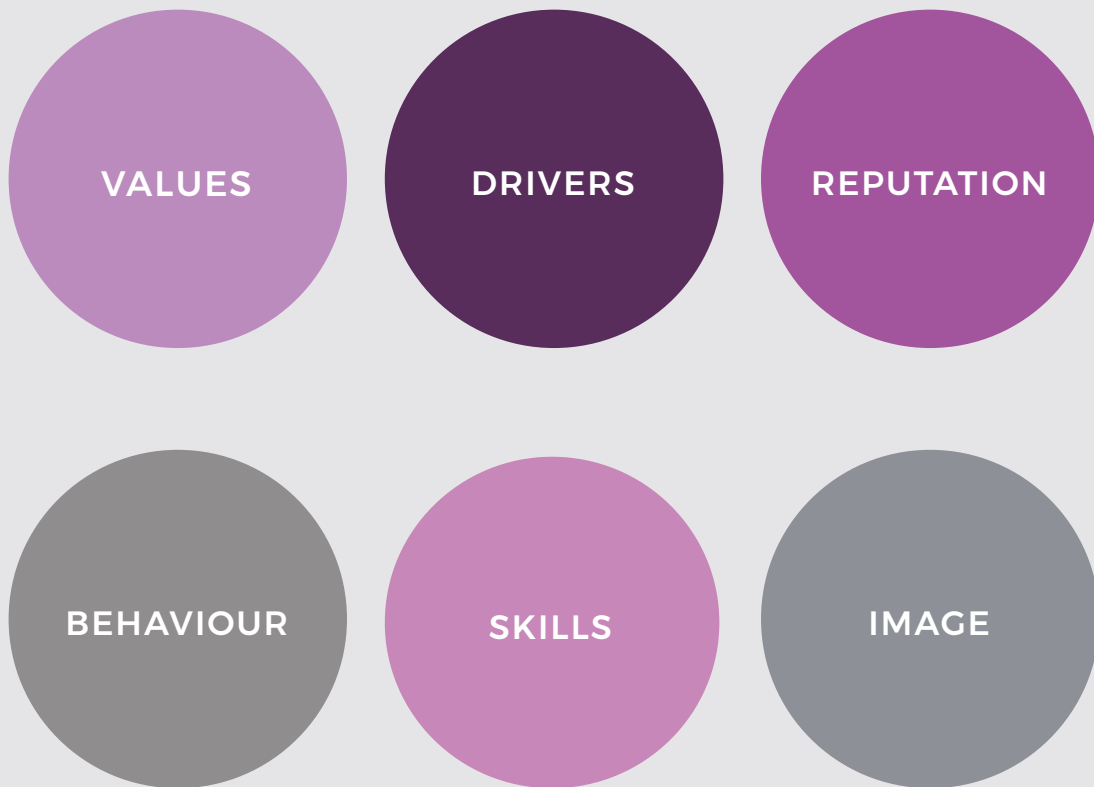
The practical answer is that your personal brand is a clear, concise and authentic way of communicating who you are, and what you're all about. It also tells others what

you're bringing to the table that other people aren't.

The fact underscoring both these answers is that you already have a personal brand – whether or not you've done specific work in this area. That's because your personal brand encompasses six elements that define who you are and what you're all about. While you might not feel that you currently have a defined 'personal brand', you undoubtedly have values that determine what matters to you, drivers that motivate you, and a reputation based on your behaviours, skills and image. >

# PERSONAL BRAND

Personal brand is really an umbrella term for these six elements



“A personal brand works much the same way as any type of brand. It’s a mix of factors – some tangible, some intangible – that come together to give people a feel of what you’re all about, so they can decide if they’re going to buy into that brand.”

JENNIFER HOLLOWAY,  
PERSONAL BRAND EXPERT <sup>3</sup>

The following table addresses some of the core misunderstandings about personal brand, and the expert thinking that shows its true value for your career.

MYTH...	WHAT THE EXPERTS SAY...	EXPLORING THE THINKING...
<p><b>Personal branding is just about projecting a certain image that will get you hired or promoted.</b></p>	<p>“Personal brand development is about gaining 360 feedback, developing clear, concise and consistent messages about you, walking the walk and delivering results to back up the ‘talk.’”</p> <p>IRENE MCCONNELL, MANAGING DIRECTOR OF SYDNEY PERSONAL BRANDING BOUTIQUE ARIELLE CAREERS</p>	<p>A brand or product that doesn’t live up to its promise will quickly come unstuck. In the same way, when promoting your personal brand, there’s no substitute for methodical groundwork and authenticity – you’ve no doubt come across someone whose credibility has been impacted by their attempt to come across as something other than who they really are.</p>
<p><b>You need extensive work experience under your belt before you can have a personal brand.</b></p>	<p>“The truth is that you can get known and stand out as a high-end brand from day one of launching your business [or career].”</p> <p>SELENA SOO, FOUNDER OF NEW YORK PERSONAL BRANDING CONSULTANCY S2 GROUPE</p>	<p>Don’t make the mistake of thinking that your junior position lets you off the hook. At that point, when you’re competing with every other newbie in the job market, it’s more important than ever that you define and promote a strong image that others can relate to and buy into.</p>
<p><b>There’s no need to ‘work’ on your personal brand: if you’re true to yourself in business, others will quickly understand who you are and what you’re all about.</b></p>	<p>“You’ve got to know what you stand for and be able to articulate your value – the benefit that you bring to a professional situation – in a clear, crisp, compelling sentence. After all, if you can’t define what’s special about yourself, how can you expect others to figure it out?”</p> <p>CATHERINE KAPUTA, FOUNDER OF SELFBRAND.COM</p>	<p>Whether you’re in a job interview, a ‘hello’ chat with the new department head, or meeting a potential client at a networking event, knowing yourself is the first step to authentically promoting yourself. &gt;</p>

**There's no point trying to influence what people think of you – they'll form a first impression that's pretty hard to shift.**

"The real me isn't the person I describe, no the real me is the me revealed by my actions."

MALCOLM GLADWELL, *BLINK: THE POWER OF THINKING WITHOUT THINKING* (PENGUIN, 2005)

It's true that first impressions are powerful. Academics estimate it only takes five seconds to make up your mind about someone. But that's just another reason why understanding your own personal brand matters – you have to know what you're about in order to ensure you're projecting it authentically.

**Personal branding is about shouting about how great you are from the rooftops – it's the domain of extroverts, not shy types.**

"It's true that many of the best ways to establish your brand in the professional world are still weighted toward extroverts. Yet I'm convinced it's possible to be real about developing [y]our personal brands, while still respecting [y]our natural tendencies. First, social media may actually be an area where introverts, who thrive on quiet contemplation, have an advantage. Introverts can also use subtle cues to establish their personal brand...simply placing diplomas or awards on your office walls can help reinforce your expertise to others." <sup>4</sup>

Introvert and Harvard Business Review contributor, Dorie Clark, explores some of the strategies introverts can use to (quietly) promote their personal brands.

## 5 KEY BENEFITS

of investing time in defining a strong personal brand

Some of the advantages of undertaking this work will be unique and personal to you; others are universal.

1

**INCREASED CONFIDENCE**

2

**SHOWCASE YOUR SPECIALITY**

3

**LESS SELF PROMOTION NEEDED**

4

**MORE EFFECTIVE NETWORKING**

5

**FUTURE-PROOFING YOUR CAREER >**



## Key takeaways from section 1

1

Personal brand isn't 'fluff'.  
It's an umbrella term for a set of six elements.

2

You already have a personal brand,  
even if you haven't put in the work yet.

3

Spending some time clarifying your brand  
brings a wealth of career and business-boosting benefits.

4

Personal brand is for everyone –  
new graduates benefit as much as the newly appointed CEO.

### NEXT:

#### You now have a choice

If you're keen to get stuck straight in, you can skip to  
'Refining your personal brand' [page 27].

If you'd like to explore this topic more, take the quick  
quiz overleaf. The aim is to help you understand which  
of the six elements of personal brand you might need to  
invest a little more thought into.



## QUIZ

Put a tick next to each statement where you can identify an example in your working life.

I can easily complete this sentence: "It's important to me that the place I work places value on..." (I)

I can name five things I look for in a trusted confidante, without requiring too much thinking time. (I)

I know what it would take for me to be proud of the organisation I work for and the people I work with. (I)

I've a clear idea of why I've chosen to work in my field. (II)

Thinking about the times when I've been at the top of my game, I know what ingredients have been in place for me to shine. (II)

Aside from the obvious things - money and benefits - I have a strong sense of what drives me to work and succeed in life. (II)

Thinking about something I've done that was very successful, I'm pretty sure most people I work with are aware of the details. (III)

If there were one thing I'd like my colleagues to say about me when I'm not in the office, I know what it would be. (III)

If there was one thing I'd like a new connection to think about me after a networking event, I know what it would be. (III)

If I had to choose three adjectives to describe my personality, it wouldn't be too hard to decide what they'd be. (IV)

I've a good idea of what people think of me after our first meeting. (IV)

When I'm faced with a new or challenging situation, I've a good idea how I'm going to react. (IV)

When it comes to communicating my strengths, I can instantly rattle off three things I'm good at, without having to think too much. (V)

Some tasks come naturally to me, and my colleagues are aware of what these are. (V)

If I had to choose one thing to be renowned for in my business, I know just what it would be. (V)

I have a fair idea of what new people will think of me, just from what I'm wearing or how I walk into the room. (VI)

I've given a lot of thought to how I use my voice and my communication styles. (VI)

I could talk for a while about how the way I look correlates to my working identity. (VI) >

Each set questions (numbered I to VI) relates to a pillar of personal brand. If you've not been able to agree with a full set of statements, pay particular attention to that area in the following section. If you've a trio of ticks against a section, you're already on your way to having clearly defined an area of your personal brand – the next section will help you consolidate that work.

## VALUES (I)

Your moral compass.

The things that matter to you which aren't negotiable.

## DRIVERS (II)

The things that motivate you beyond salary and benefits.

## REPUTATION (III)

What others are saying about you when you're not in the room.

## BEHAVIOURS (IV)

The core elements of your personality that make you unique.

## SKILLS (V)

Your strengths, natural or learned.

## IMAGE (VI)

How you present yourself to the world

## Discovering your personal brand

NOW THAT YOU'VE discovered that your personal brand consists of six elements, you're going to work through each in turn to find what makes you unique. Eventually, you'll whittle down what you find into a clear, concise personal brand statement, but before you do that you'll need to think more broadly. Consider each section's exercise a mini brainstorm – and don't edit yourself; the more ideas, the better. >

“Be yourself.  
Everyone  
else is taken”

OSCAR WILDE



# 1 VALUES

You're going to start with one of the trickier elements of personal brand to define: your values. It's tricky because what constitutes a 'value' often confuses people. Jennifer Holloway recalls how a client decided that 'humour' was one of his values.

*"When I asked, 'Faced with a moral dilemma, would you ever decide, "I'm taking this decision because it's the funny thing to do"?' he quickly realised it wasn't a Value, but was instead a Behaviour."<sup>5</sup>*

One way to determine your values is to think of them in terms of moral dilemmas and what you'd strive to do from an ethical point of view in a particular set of circumstances. Sense check your values by putting them into the sentence:

***"It would be the [value] thing to do."***

## Examples of values

HONESTY

FAIRNESS

TRUSTWORTHINESS

RESPONSIBILITY

LOYALTY

AUTHENTICITY

COMPASSION

COURTESY

DIGNITY

Most people would say that all of the above values are important. But if you dig a little deeper, you'll normally find that you place more stock by some than others – often because of life experiences you've been shaped by. >

## VALUES EXERCISE

Q: What helps you define right from wrong?



Q: What would be non-negotiable about the way you or others around you act?

Q: How do you feel about your company's values? In what ways do they complement or contradict your own? >

**Q:** Drawing on the above, list all the values that matter to you in your business life.



**Q:** Pick out those that you can provide a tangible example for. For example, if 'honesty' is one of those values, indicate what honest really means to you. When have you spoken up and given your honest opinion, even if it wasn't welcome or to do so could cause difficulties?

Value	Example

Continue on a separate sheet if necessary.

## 2 DRIVERS

Your drivers are the things that motivate you to go to work and do the best job you possibly can. Salary and benefits might be the first things you think about, but for the purpose of this exercise, consider the things that matter to you on a more personal or emotional level.

Another way to consider what drives you is to think about what ingredients have been present when you've been happiest at work, and which have been absent when at your unhappiest. >

### Some examples of drivers

**AUTONOMY**

**ABILITY  
TO BE  
CREATIVE**

**HELPING  
OTHERS**

**HITTING  
TARGETS**

**ADVANCING  
QUICKLY**

**FLEXIBILITY**

**TRANSPARENCY**

**LEARNING  
AND  
DEVELOPMENT**

**FAST PACED**

There is often a strong link between values and drivers. For example, if you identified 'honesty' as a strong value in the previous exercise, you might find that you've been most motivated at work when the culture has been one that welcomes 'transparency'. >



## DRIVERS EXERCISE

**Q:** What gives you a strong sense of satisfaction or enjoyment in your work?



**Q:** When you've been happiest at work, what need was being met?

**Q:** What elements of your job do you most enjoy and why?

### 3 REPUTATION

You might not be able to control what it is people are saying about you when you're not in the room, but you do have a lot of influence over it. That's why 'reputation' is one of the six pillars of personal brand.

You probably already have a strong sense of what you'd like your reputation to be. Defining it in clear terms, and working hard to ensure the message comes across loud and clear, is the next step. >

#### Examples of reputation SHE/HE...

**ALWAYS  
DOES WHAT  
THEY SAY  
THEY'LL DO**

**TELLS IT  
LIKE IT IS**

**IS THE  
CALMEST  
PERSON IN  
A CRISIS**

**LEAVES  
NO STONE  
UNTURNED**

**DOESN'T  
STAND  
FOR ANY  
NONSENSE**

**IS FULL  
OF GOOD  
IDEAS**

**IS A TEAM  
PLAYER**

**PULLS OUT  
ALL THE  
STOPS**

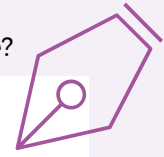
**IS A REAL  
MAVERICK**

"Your personal brand is what people say about you when you're not in the room."

JEFF BEZOS, FOUNDER OF AMAZON

## REPUTATION EXERCISE

**Q:** Think of a person who knows you well in business. If someone called them up and asked them to highlight one thing about you, what would it be?



**Q:** Imagine your boss and your boss's boss are having a conversation about you. What would you love for them to be saying?

**Q:** Imagine a relative newcomer to the business (someone who's yet to really get to know you) calls up and asks for your help. What's it likely to be about?

## 4 BEHAVIOURS

Behaviours are usually adjectives that best describe who you are. They are often the product of some of the other pillars. For example, if you value honesty above all else, this might come out in your behaviours as frankness or openness. Or if you're strongly driven by a desire to help, you might see yourself and be seen as a real people person. >

### Examples of behaviours

**ENERGETIC**

**CREATIVE**

**INTROSPECTIVE**

**FUNNY**

**THOUGHTFUL**

**SERIOUS**

**RESILIENT**

**PURPOSEFUL**

**DOWN-  
TO-EARTH**



## BEHAVIOURS EXERCISE

**Q:** What words would you use to describe your personality at work?



**Q:** How do you act around others?

**Q:** If you had to sum yourself up in three words, what would they be?  
Give an example of how each behaviour has manifested in your workplace?

1	
2	
3	

## 5 SKILLS

When considering your skillset, ask yourself if that item on your list is truly a skill or is actually an outcome of using your skill. For example, you might consider 'organisation' a skill, but it's more likely to be an outcome of using your real skill, which might be process management or list-making. Being as specific as possible helps makes your personal brand more unique. >

### Examples of skills

**FORECASTING  
TRENDS**

**PERSUASIVE  
PUBLIC  
SPEAKING**

**WRITING  
CONCISE  
COPY**

**RESEARCHING  
COMPLEX  
TOPICS**

**VISUALISING  
DATA**

**SPOTTING  
NUMERICAL  
INACCURACIES**

**TUTORING  
COLLEAGUES**

**RUNNING  
MEETINGS**

**IDENTIFYING  
COST SAVINGS**

## SKILLS EXERCISE

Q: What tasks do you perform effortlessly, that others might struggle with?



Q: What elements do you perform as part of your role that give you the biggest confidence boost or elicit the best feedback?

Q: What do colleagues come to you for help with?

## 6 IMAGE

A good way to think about image is how you present your values, drivers, skills, behaviours and reputation to the world around you. It's not about pretending to be something you're not; rather it's about ensuring that how others perceive you is an authentic match with your sense of self.

### Examples of image



People often make the mistake of thinking that image is all about how you look. Your clothes, accessories, body language and eye contact do inevitably play a huge role in your image. Also important is:

- How you sound (your accent, tone, volume, choice of words)
- How you act (how your behaviours come through and appear to others)
- Your online presence (the image and words you use on your LinkedIn profile)

The most authentic images are natural extensions of each of the six components of personal brand. Jennifer Holloway explains how each of these components joins up with her image. >

“When I worked on my own brand and concluded being sassy, savvy and sure were key components, I made certain my image reflected that. As a result, how I look always includes my trademark red lipstick and nail polish. How I sound is chatty with a lot of humour thrown in (also reflected in how I write). And how I act is confident but still down-to-earth.”

JENNIFER HOLLOWAY <sup>6</sup>

## IMAGE EXERCISE

**Q:** What words would you use to describe how you look?



**Q:** How would you describe your voice and communication style?

**Q:** What would people learn about you just from seeing or hearing you?

## Key takeaways from section 2

1

Your values are those things that matter to you above all else – faced with a moral dilemma, they dictate how you'd behave and what you expect of others.

2

Your drivers are those things that motivate you to keep turning up to work and using your talents.

3

Your behaviours are the core aspects of your personality that make you 'you'.

4

Your skills are those things you're really good at, that get you noticed.

5

Your reputation is what people say about you when you're not in the room.

6

Your image is a blend of how each of the above components is conveyed.

7

The more specific you can be about each of these components, the more clearly defined your personal brand is likely to be.

### NEXT:

You've brainstormed around each of the six pillars. Now it's time to focus in on what truly matters in terms of what you communicate to others. In the next section, 'Refining your personal brand', you'll 'stress test' the ideas you've already come up with to hone in on what truly makes you 'you'. >

# Refining your personal brand

**THE WORK YOU'VE** done in the previous section gives you a wealth of data and ideas to draw on. In this section, you'll work on paring down all that information and crafting it into a strong, clear and concise personal brand message. You're going to begin by reflecting on what you've already worked up. Look back at each exercise and ask yourself the following:

1

**IS IT MORE THAN PEOPLE WOULD EXPECT?**

There's no point selling people what they're already expecting, so don't say you're "professional" or "friendly" or "approachable". A designer needn't say they're "creative" and an accountant needn't say they're "good with numbers".

2

**IS IT A REAL STRENGTH?**

If your brand is about standing out from the crowd, look for the things you know you have in spades that you can honestly say, "I'm great at", not just the things that you think you'd like in your brand but could only say, "I'm fairly good at".

3

**IS IT SPECIFIC ENOUGH?**

The more exact you can be about what it is you offer, the better chance you have of your individuality shining through.

**Once you've chosen the best two or three ingredients in each of the brand elements, you need to craft a sentence that pulls them all together. See an example over the page.**

# EXAMPLE STATEMENTS

## VALUES

I respect others and am always truthful – I believe honesty can get you far.

## DRIVERS

I'm motivated by being my own person, even if that's out of step with everyone else.

## REPUTATION

I'm known for delivering under pressure – often with an 'added extra' that wasn't even asked for.

## BEHAVIOURS

My personality is calm and composed with an underlying drive and focus.

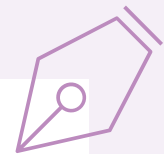
## SKILLS

I enjoy solving problems and relish the challenge of thinking differently to create an unexpected solution.

## IMAGE

My creative thinking is reflected in my dress sense, giving me a unique look that shows I like to be individual.

### EXERCISE



	YOUR STATEMENTS
VALUES	
DRIVERS	
REPUTATION	
BEHAVIOURS	
SKILLS	
IMAGE	



## PUTTING IT TO THE TEST

Your brand exists in two places: your own head and everybody else's head. Up to now you've mostly been considering your personal brand from your own standpoint. Now it's time to consider whether the 'you' you've identified in your six core statements measures up with the brand image others hold of you.

**M**any people assume first impressions happen when they meet someone in person, but the clock actually starts ticking before then – hearing your voicemail, receiving your email, seeing you give a presentation, watching you drive up in your car, even hearing your ringtone down the corridor.

If you're serious about developing your personal brand, getting direct feedback is crucial. Feeling

nervous about asking people what they think of you is perfectly natural; even the most seasoned professional will have reservations about what they'll discover. However, finding out all the positive things people associate with you will do wonders for your confidence. Should anything untoward come to light, it's better to be aware of it so you can do something about it. By undertaking the following exercise, you'll be creating a feedback plan to stress test the personal brand you've devised. >

## EXERCISE

1. Whose opinions do you trust? In drawing up your list, try to get a good mix of people who've known you for years and others you've worked with for just a short while. Try to get a broad mix, too, of strong supporters and individuals you haven't always necessarily seen eye-to-eye with.



RECIPIENTS	BEST CHANNEL FOR REQUESTING FEEDBACK, e.g., email, invite for coffee to discuss, phone call etc.
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

**2.** What questions can you ask to best draw out their thoughts on the personal brand you've devised, based on the six pillars? It's best to keep questions open (as opposed to closed questions, which usually elicit a "yes" or "no" reply). Open questions begin with words such as: what, why, how, describe.



*e.g., What could I do more or less of, or stop or start, to improve my personal brand?*

1

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2

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3

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4

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5

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6

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7

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8

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9

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10

## TOP TIPS

### 1. PERSONALISE

If you're requesting feedback by email, personalise your message as much as possible.

### 2. HONESTY

Assure those you're requesting feedback from that their responses will be taken with an open mind and that their honesty is appreciated.

### 3. TIME

Give an indication of how long you think it will take them to answer the questions, when you'd ideally like answers by and why their opinion is so important to you.

### 4. INCORPORATE

When you collate the feedback, look for ways that the comments support your own perception of your personal brand, but also any positive comments that throw up elements of your personal brand that you're overlooking and which you should incorporate.

### 5. CRITICISM

Don't ignore the negatives. Reflect on any constructive criticism before asking for clarity or examples, if necessary. If any feedback contradicts your own idea of your personal brand, wait until any emotions have subsided before considering action. Is this simply a difference of opinion, or something you need to address?

### 6. RETURN

Whether it's positive or negative, give the feedback an initial read then put it to one side and don't look at it again for 24 hours. You'll spot different things than you did the first time and the added perspective could mean you get more from the answers.

### Key takeaways from section 3

1

Defining your personal brand shouldn't be done in isolation – gather as many opinions and as much feedback as possible to help steer your thinking.

2

Accept all feedback graciously, and sleep on it for a while before you make any decisions about how the comments, whether positive or negative, should affect your personal brand.

### NEXT:

You've devised a personal brand and gathered feedback to ensure you're on the right track. Now it's time to start broadcasting your message in line with a career goal.

# Promoting your personal brand

A personal brand works in exactly the same way as a company or product brand: you have to advertise, market and promote it to get it noticed. That's why it's a good idea to set out a marketing plan to keep yourself focused on the task at hand and make sure you're maximising every opportunity.



**T**o make this exercise as valuable as possible for you and your career plan, you're going to draft a marketing plan based on a particular goal you want to achieve in the short, medium or long term. It could be getting a promotion, winning a new client or project, becoming more efficient at a particular routine task, getting more buy-in from your boss or team as a whole or even taking a change of direction or complete career change. >

## EXERCISE

**1.** With your goal in mind, decide on your three key audiences. They're the people who, if they were saying great things about your personal brand when you weren't in the room, could really boost your profile and the opportunities that come your way. Your target audiences might be individual people – for example, your boss, if you're looking for a promotion, or groups, which could include potential customers who you need to grow your business. They might also be people who aren't immediately obvious – for example, your boss's PA, whose opinion they value, or a high-profile blogger who writes about your sector.



KEY AUDIENCE 1

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KEY AUDIENCE 2

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KEY AUDIENCE 3

**2.** What are their key motivators? In other words, what matters to them and what aspect of your personal brand best appeals to these motivators?

AUDIENCE	MOTIVATOR	BRAND APPEAL
1		
2		
3		

## UNDERSTANDING YOUR CHANNELS

There are countless channels at your disposal for communicating your personal brand. Some will be more impactful than others, depending on your goal, your audience and your audience's key motivators. For each audience you've identified, think about the core channels at your disposal – choose from the list or add your own – and how these can be best employed.

### The power of digital media

LinkedIn, Twitter and other social media platforms are just one type of channel for communicating your brand. But they are incredibly powerful. Few and far between are the recruiters who don't check a candidate's digital footprint. So it's worth paying particular attention to how you can infuse your personal brand into your LinkedIn profile, Twitter bio or similar. See the everywomanNetwork workbook ***Making the most of your online profile*** (see 'Further reading') to delve deeper. >

### The many ways in which you can communicate your personal brand

LINKEDIN PROFILE

WHAT YOU SAY IN MEETINGS

PERSONAL BLOG

WHAT YOU WEAR

YOUR MOBILE RINGTONE

YOUR MORNING GREETING

## EXERCISE

1. What are the key channels you'll use to reach each of your audiences?



AUDIENCE #1

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AUDIENCE #2

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AUDIENCE #3

2. What actions will you take against each key channel to ensure your personal brand carries through to every audience member? To ensure it's relevant, ask yourself how this aids your goal.

	AUDIENCE	CHANNEL	ACTION
1			
2			
3			





## Key takeaways from section 4

1

Understand the key channels at your disposal for communicating your personal brand.

2

When considering how and to whom you should be promoting your personal brand, consider how this work feeds into a career goal you want to achieve.

3

Think broadly about the types of audiences available to you and the best way to win them over.

### **NEXT:**

You've defined your personal brand clearly and effectively - now it's time to put it to work. In the next section you'll create a personal action plan to promote it and take you forward in your career goals.

# Extending your personal brand

**CONGRATULATIONS! YOU'RE READY to start broadcasting your clearly defined personal brand and one step closer to realising your career and business goals.**

**B**ear in mind that creating and marketing your personal brand is not a one-time exercise. Your brand, and how you choose to communicate it, will inevitably change many times over, as jobs, industries and your personal goals alter accordingly. Here are some tips to help you stay ahead of the curve where your personal brand is concerned.

## 1. KEEP WORKING AT IT

If you've spent time working on your brand, diarise regular check-ins to ensure it's still working for you, generating feedback from trusted sources in your network wherever possible. If you make any tweaks, invest the time in updating all those places where you've outlined your brand, for example, your LinkedIn summary, Twitter bio or the elevator pitch you're using at networking events – it's worth keeping a record of all the places you've stamped your brand in written form for such occasions.

## 2. USE STORYTELLING SKILLS

Few people relish the question, "Tell me about yourself". That's usually because they haven't prepared a response that enables them to showcase their personal brand. You don't have to rattle off a list of adjectives; instead, think of true stories you can tell that get across your core

messages in an engaging way (e.g. "I wanted to be a computer programmer from the age of five - I was fascinated by machines and wanted to understand them and make them smarter" or "I really enjoy my role as a mentor, so I'm excited about this opportunity because it means being hands-on while further developing my management credentials").

## 3. DON'T FORGET THE LITTLE DETAILS

Your voicemail message, the titles you give in meetings to which you invite respondents, even your out-of-office greeting – all these little things can either weaken or strengthen your personal brand. Every time you communicate, ask yourself what message you're sending about you as a person.

## 4. GET CREATIVE AND HAVE FUN

The exercises you've undertaken in this workbook are designed to start you thinking. But as you develop your personal brand, you don't necessarily have to confine yourself to making lists of adjectives. For a fun exercise to spark new thinking, imagine you're being interviewed by a journalist for a magazine feature. It's a great way to ensure you've covered all bases when it comes to understanding your own brand.

# Your personal action plan

**1** Summarise the key aspects of your personal brand that you want to start communicating in line with your key career goal.



**2** What concrete steps will you take for eliciting feedback on your personal brand?  
By when?

**3** Thinking about priorities; which core audiences and promotion channels do you want to focus on? What will you do and by when?

**4** What further reading, research or resources will you undertake or draw on to develop your personal brand and inch you closer to goal completion?

# everywoman Experts

EVERYWOMAN CREATES RESOURCES on topics that matter most to our Network members. We draw on member surveys and the latest thinking from the academic and business worlds, as well as our own experiences as we navigate our careers. Each workbook offers practical advice, enabling tangible actions for your daily working lives.



## MAXINE BENSON, MBE & KAREN GILL, MBE

Co-founders of everywoman, Karen and Max have spoken to thousands of women about the challenges they face. Through their own experiences of starting a business, they uncovered a real need for a network where female entrepreneurs and businesswomen could interact and share experiences. The everywomanNetwork, launched in 2013, serves as a tool to enable members the world over to propel their careers and businesses through online membership.

### EVERYWOMAN WORKBOOK TEAM

Jennifer Holloway, everywoman Expert

Rebecca Lewis, Writer

Anna Melville-James, Editor

Kate Farrow, Head of Partnerships

Any topics you'd like to see covered on the everywomanNetwork?

We'd love to hear from you: [karenandmax@everywoman.com](mailto:karenandmax@everywoman.com)

# Further reading

## everywomanNetwork resources

### Workbook:

#### FUTURE PROOFING YOUR CAREER

<https://www.everywoman.com/my-development/workbooks/future-proofing-your-career>

### Workbook:

#### MAKING THE MOST OF YOUR ONLINE PROFILE

<https://www.everywoman.com/my-development/workbooks/making-most-your-online-profile>

### Article:

#### INNOVATIVE WAYS TO USE SOCIAL MEDIA FOR PROFESSIONAL DEVELOPMENT

<https://www.everywoman.com/my-development/learning-areas/articles/innovative-ways-use-social-media-professional-development>

### Webinar:

#### ESTABLISHING YOUR PERSONAL BRAND ONLINE

<https://www.everywoman.com/my-development/webinars/establishing-your-personal-brand-online>

## External resources

### Book:

Personal branding for Brits by Jennifer Holloway (Available on Amazon)

## Endnotes

<sup>1</sup> <https://www.everywoman.com/my-development/learning-areas/articles/jo-rzymowska-celebrity-cruises-managing-director-getting>

<sup>2</sup> <https://www.fastcompany.com/28905/brand-called-you>

<sup>3</sup> <https://www.jennifer-holloway.co.uk/single-post/2017/01/08/Personal-Brand-101---Part-1>

<sup>4</sup> <https://lifehacker.com/how-to-tackle-personal-branding-when-youre-an-introver-1440804839>

<sup>5</sup> <https://www.jennifer-holloway.co.uk/single-post/2017/01/08/Personal-Brand-101---Part-2>

<sup>6</sup> <https://www.jennifer-holloway.co.uk/single-post/2017/01/08/Personal-Brand-101---Part-4>

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