

Personal Branding

In today's competitive job market, it's more important than ever to establish a strong personal brand. Your personal brand is essentially how you present yourself to the world, including potential employers.

Branding yourself can be a struggle, especially if you don't know where to start. That's why **SLCC Career Services** put together this ultimate guide to personal branding to help!

Key pieces of a personal brand:

Voice & Values

What you say and what you believe. Your brand voice shouldn't be one-size-fits-all or robotic.

Creativity

You don't need to be a creative genius to build a personal brand. That said, having some sort of creative trademark can help you stand out from the crowd.

Personality

There is no one-size-fits-all personality type. Energetic? Laid back? Suit-and-tie? you do you!

Authenticity

Your personal brand shouldn't be manufactured or made up. Stay true to yourself, your brand will never feel forced.

What Is It?

Personal branding is how you present yourself as an individual to your audience.



Below is a list of 6 things you should consider for your own personal branding toolkit:

Business Card

Networking tools that display your contact information along with key details about your qualifications.

Resume / Cover letter / References

The combination of these documents will show employers that you have the skills needed to complete the job.

Portfolio

A compilation of academic and professional materials that exemplifies your beliefs, skills, qualifications, education, training, and experiences,

Social Media

Sharing your knowledge, personality, and enthusiasm in a way that adds value to people's lives.

Personal Style (Wardrobe)

Since your wardrobe is part of the packaging for your personal brand, learning how to dress according to your brand is key!

Email Address / Email Signature

Your email signature is the information you tell a new acquaintance about yourself and how to contact you.