

PERSONAL BRANDING CHECKLIST



Improve your online image to stand out from the crowd.

By crafting your personal brand, you will be better prepared to:

- ☐ communicate your **unique value**
- ☐ build the career you've always **wanted**
- ☐ accomplish your **goals**
- ☐ achieve new levels of **success**

This Personal Branding Checklist can be used as a guide to show you what tools you will need and why they are needed.



Before you get started:

- ❑ **Vision statement** - a Vision Statement gives you clear direction on where you are headed.
- ❑ **Mission statement** - a Mission Statement outlines how you are going to get there.
- ❑ **Goals** - goals should be written down in SMART format: Specific, Measurable, Actionable, Realistic, Timely.
- ❑ **Unique Value Proposition** - a written statement of what unique skills, talents, or approach you have that is different from your competition



To begin with, where are you at?

- ☐ At least one **social media profile** to improve visibility. Share regular updates with your network.
 - ☐ **LinkedIn** - recommended for finding new jobs, professional connections and building business
 - ☐ **Facebook business page** - recommended for promoting your business and original content
- ☐ **Professional headshot** - a professional headshot will add personality to your profiles and position you in a manner that puts your best face forward.
- ☐ **A punchy headline** - a one sentence statement that clearly and quickly communicates who you are and what you do will help people remember you.



Next level:

- ❑ Additional social media accounts on the remaining major sites that make sense for your goals.
 - **Pinterest** - great site for curating visual content like photos
 - **Twitter** - recommended for staying on top of your industry trends and happenings as well as connecting to those not in your typical circle
 - **Snapchat** - mobile marketing that delivers a Call to Action with urgency since the photos or videos disappear after a certain amount of time
 - **Periscope** - great tool for broadcasting live video streams to your Twitter audience. Take people behind the scenes, preview a new product or offer special promos.

{Note: there are always new social media sites being released. Be wary of starting new social media accounts and then abandoning them due to lack of time and attention. Abandoned social sites can backfire and hurt your personal brand and online image.}

Next level (continued):

- ☐ A **custom URL** and website that showcases your experience. Link it to your social media accounts.
- ☐ **Optimize** your profile and website for search.
- ☐ **Newsletter** - sending a monthly email newsletter to your key referral partners and customers to stay top of mind



For the seasoned pro:

- ☐ **Personal logo** - hire a professional graphic designer to create a unique mark that represents you visually.
- ☐ **Blog** - creating original content in the form text based blogs can help you be seen as a thought leader and expert in your industry.
- ☐ **Freemium** - offer a complimentary white paper, ebook or product to build your email list beyond those who know you to include potential clients, sales prospects and fans.
- ☐ **Video channel** - set up a YouTube channel and record a regular video series on a topic you are an expert or have mastery over.
- ☐ **Speaking gigs and appearances** - build credibility through speaking gigs, teaching opportunities and personal appearances.
- ☐ **Workshops** - monetize your expertise by offering in-person workshops.
- ☐ **Products** - write a book, create an online product or conduct online training programs to monetize your expertise and grow your career.

Final thoughts on building your personal brand:

- ❑ **Be personal.** Don't be afraid to let your personality shine through. People do business with people they know, like and trust. So, be relatable and connect on a real level. Be careful about sharing TOO much. Keep dirty laundry, negative thoughts and criticism of others to yourself.
- ❑ **Build authority.** By sharing your expertise and unique insights, you will be seen as an expert and build trust as well as credibility.
- ❑ **Keep learning.** Find blogs, magazines, videos, and podcasts that keep you inspired and informed about your industry and expert topics.
- ❑ **Get creative.** Take a unique approach and infuse a new twist to keep your profile, accounts and message unique and interesting.



Looking for a marketing team to help your business develop its brand and online presence? Contact us » www.rockmyimage.com/contact

Have questions?

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