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Successful 'self-packaging'

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A LOT is being made of building a personal brand lately. It is a good idea to have a clearly defined personal brand. This is especially true if you are in the midst of growing your career or finding a new position. Get a solid start in these six easy steps.

Define your brand: The first thing you should probably understand is how to define a personal brand. I happen to subscribe to this definition: It is the intersection of your reputation, your aspirations and who you really are as a person and a professional.

Think about it this way: In terms of reputation, look at what are you known for? Or what does everyone come to you for? In terms of your aspirations, what do you hope to achieve in your career and in your personal life? And finally, you overlay your reality.

Tidy it all up: Chances are, you are very active in the social circle and now that you have defined your personal brand, you need to go into all of your profiles and update the information to reflect your newly defined personal brand. Your profile text should be relevant to who you are and your pictures should also be "on brand".

Create and curate good content: One of the easiest and fastest ways to build credibility in your personal brand is to create and curate content that supports the things you stand for.

For many, it is finding articles that are in your area of expertise and sharing those out to your networks. For example, I am passionate about creating great job seeker experiences, so I curate content from a number of sites dedicated to helping people get the most out of their career and their

workday. The key is to pick a few focused areas to solidify that branded position among readers and followers.

Make new connection: Use LinkedIn groups and Twitter to create new connections. Join groups on LinkedIn that are aligned with your brand and start posting your great content there.

Be sure you respond to any comments that your articles may generate. In addition, you can also join a weekly Twitter chat to network with new people on Twitter.

If you choose to get involved in a Twitter chat, be sure to actively participate, use the hashtag of the chat and follow people who are interesting. This is a great way of growing Twitter followers and establishing your brand. Plus, a company or two has been known to use Twitter chats to identify talents to connect with, so they may also lead to job opportunities.

Try your hand at guest posting: As you start to find your voice in this conversation, don't hesitate to reach out to a blog you follow and ask to provide content.

Many times, bloggers are looking for content and are happy to give you some space. When you are pitching an idea for a story, make sure that it is not overtly promotional and that you have a distinct point of view on the subject.

Be sure you can back it up: So, you have a brand and your social profiles are beautifully aligned. You contribute to the conversation in your area of expertise. But, make sure that above all, you can back it up.

Make sure that if someone comes across your work, it validates your position.

Be sure that you have the experience to back that brand up. — www.workitdaily.com



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