Personal Branding: 10 Steps Toward a New Professional You [Infographic]

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Does your personal **brand** need freshening up? Check out these 10 tips to get started.

Be discoverable online, suggests the following <u>Delightful Communications</u> infographic: "Someone somewhere will be searching for you at some point in your career. Use your real name on the Internet and optimize your **social** media profiles for discovery!"

Also, make sure you get a professional headshot. "Your new professional image starts with an image."

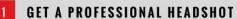
Embrace and expound your experience, states the infographic. "We all have great experience and stories. Start weaving a professional narrative more completely!"

For more ideas about how to reboot your personal **brand**, view the infographic:

1/3

PERSONAL BRANDING: 10 STEPS TOWARD A NEW PROFESSIONAL YOU

A snapshot of ideas from a new book by Mel Carson, Founder & Principal Strategist at Delightful Communications



Your new professional image starts with an image. Squinching, smiling and dressing sharply make you more competent, likable and influential.



2 BE DISCOVERABLE ONLINE

Someone somewhere will be searching for you at some point in your career. Use your real name on the internet and optimize your social media profiles for discovery!



HAVE A PROFESSIONAL PURPOSE

What gets you out of bed in the morning? What helps you be better at what you do? A professional purpose is way more than a paycheck.



LEARN TO LISTEN & PRACTICE EMPATHY

To have a well-rounded personal brand, you need to strike the balance between what you know and what you have yet to learn and understand.



FRACTICE WRITING

Think before you jot down and share your thoughts online and hone your writing skills over time.



REENGINEER YOUR DIGITAL PRESENCE

Keep all your social profiles up to date and add social channels to all your professional touch points.



ANALYZE YOUR COMPETITORS

Make time to understand what other people in your niche are doing, saying and how successful they are.



CRAFT YOUR PERSONAL BRANDING STATEMENT

Include your audience, mission, value, and avoid using buzzwords!



EMBRACE AND EXPOUND YOUR EXPERIENCE

We all have great experience and stories. Start weaving a professional narrative more completely!





10 BE SOCIAL BY DESIGN

Use social media tactics to boost discoverability, speaking engagements, in-person interaction, and more.



For more insight and detailed tips, please:

Read Introduction to Personal Branding eBook: http://dlghtfl.co/PersonalBrandAmazon Listen to Introduction to Personal Branding in iTunes: http://dlghtfl.co/iTunesDelightful Listen to Introduction to Personal Branding on Audible: http://dlghtfl.co/AudibleDelightful

Brought to you by Mel Carson, Founder & Principal Strategist

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2/3

brandknewmag:Actionable Intelligence on Advertising,Marketing,Branding

This article first appeared in www.marketingprofs.com

3/3