

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

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Date : August 22, 2016



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

Be discoverable online, suggests the following [Delightful Communications](#) 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:

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

1 GET A PROFESSIONAL HEADSHOT

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!



3 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.



4 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.



5 PRACTICE WRITING

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



6 REENGINEER YOUR DIGITAL PRESENCE

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



7 ANALYZE YOUR COMPETITORS

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



8 CRAFT YOUR PERSONAL BRANDING STATEMENT

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



9 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 at Delightful Communications

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This article first appeared in www.marketingprofs.com