Navigating Your Next Career Chapter:

Personal Branding Tips for Seasoned Professionals



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Chapter 1:

Introduction

Personal brands are on the rise. Why? Because consumers are starting to value trusted relationships in business, and in fact prefer them, before investing. As the digital landscape continues to grow, verifying who's behind the business has become more and more alluring. Seasoned professionals are seizing this opportunity to stand out in an otherwise saturated market by putting their face forward (literally!) with bold branding techniques.

As competition increases and markets expand, professionals are noting that their ticket to unlocking new and advanced career opportunities is dependent on their ability to showcase their unique talents and expertise. And that's exactly what this guide is designed to do! You'll learn scroll-stopping personal branding and thought leadership tips that will strategically position you as an expert in your field.



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Chapter 2:

The Foundation of Personal Branding

Defining Your Brand Identity

What's your UVP (unique value proposition)? Meaning, what makes you stand apart from your competitors in the industry? What are you passionate about? What does your brand stand for? What special qualities do you have that are beneficial to your industry?



It's essential that every personal brand starts with a deep understanding of the person. These questions aren't meant to be brushed over and tossed aside. The answers to these questions become the very heartbeat behind a compelling brand. So don't rush, take your time. Think about your core competencies, significant achievements, and personality traits that distinguish you from others.

Find it challenging to see these traits in yourself? Ask your family, friends, and colleagues what strengths they see in you to support in finding a through line. Self-awareness is key to forming the foundation of your brand identity and will guide how you present yourself across platforms.

Exercise: To better understand your UVP, identify key projects or roles that highlight your strengths and leadership qualities. Describe what your responsibilities were as well as the value you added.

Communicating Your Brand

Once you know your brand mission and UVP, the next step is to effectively articulate it. From LinkedIn to networking to the workplace, every touchpoint should be cohesive to your brand's values. This not only polishes the professionalism behind your brand, it also builds trust and credibility with your audience.

Tip: Regularly review and update your LinkedIn profile to reflect current career goals, aspirations, and brand identity. Keep your narrative engaging and forward-facing as you continue to scale. You never know who's watching...stay ready!

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Chapter 3:

Optimizing Your Online Presence

LinkedIn – The Cornerstone of Your Online Brand

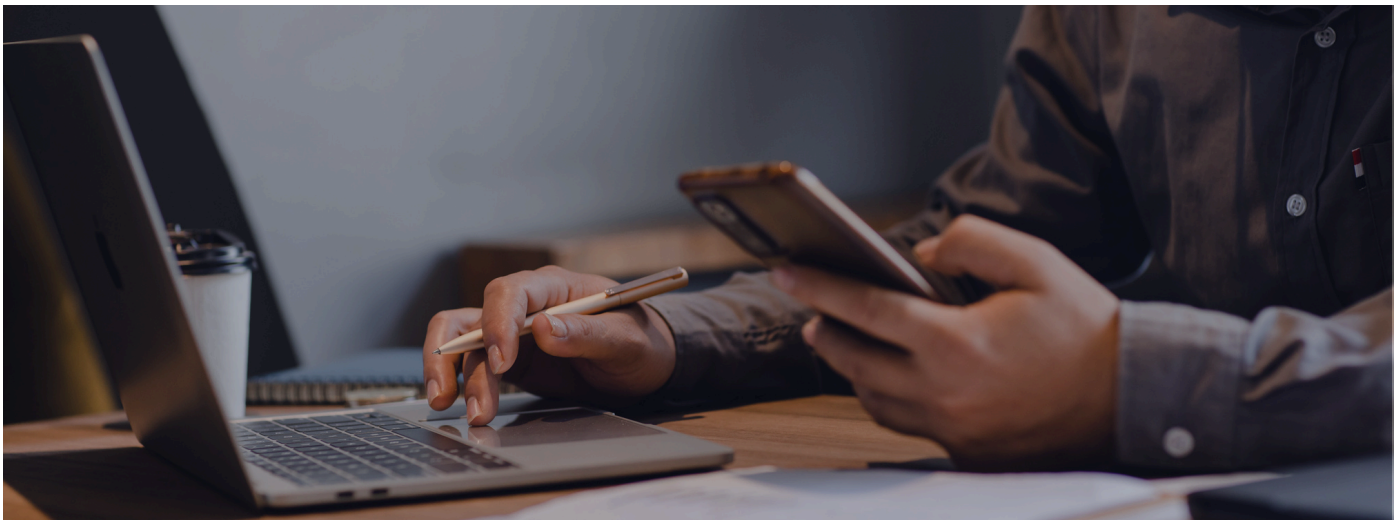
LinkedIn is more than just a social network; it's the top tool for personal branding. Why? Because LinkedIn is the largest social platform (with over 1 billion users worldwide!) designed specifically for professionals. It also serves as a search engine, populating industry-specific posts to the top of the search bar as well as on Google. To leverage these incredible benefits, your profile should be meticulously curated to highlight your expertise, your achievements, and your career goals. Use this platform to bring your professional journey to life and connect with other like-minded professionals and industry leaders.

Beyond LinkedIn - Managing Your Digital Footprint

Some of the best personal brands out there are the ones that stand strong in their convictions. By staying ahead of the curve, futurecasting trends, and presenting refreshing opinions backed by research, your influence as a rising thought leader becomes palpable. By staying relevant and providing benefit-driven content, your network will naturally gravitate.

An extraordinary online presence extends beyond LinkedIn. Engaging on Twitter, contributing to industry blogs, or even starting your own to share insights and foster discussions will further engrave your digital footprint. Each platform offers a unique way to express your brand and extend your impact, use it!

Strategy: Plan regular posts with unique angles that align with trending topics in your industry to maintain relevancy and enhance engagement.



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Chapter 4:

Networking and Community Engagement



Building Strategic Relationships

It's time to get back to basics with meaningful networking intentions. Gone are the days where the focus was solely on growing follower count. Thoughtful networking is in, and more powerful than ever! The focus has shifted from numbers to developing real, genuine relationships that are mutually supportive and can lead to groundbreaking collaborations that accelerate career goals.

Leveraging Thought Leadership

Seek out opportunities to share your expertise through articles, podcasts, or workshops. Making yourself visible is paramount for stellar thought leadership. Each piece of content you post or public conversation you engage in is a pebble cast in a lake, creating a ripple effect that resounds your brand mission.

Opportunity: Find stages where you can share your thoughts and expand your reach like podcasts, LinkedIn Lives, webinars, and industry events.



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Chapter 5:

Continual Learning and Adaptation

The only constant in life is change, and the professional world is no exception. Look at how much has changed in just the past couple years with A.I. and algorithm advancements. While rapid innovations can feel overwhelming at times, the best way to stay ahead and remain resilient is to be agile with these changes. By studying the shifts and finding your place in it, you'll be able to lead with quality skills that promote your brand's relevance and effectiveness.

Action Plan: Engage in learning opportunities like courses, seminars, and other educational outlets. Always link this learning back to your brand and how you can use it to add value to your network and industry.



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Chapter 6:

Measuring the Impact of Your Personal Brand



You can't manage what you don't measure. Sure, you can keep going with the same content and strategies that you have now. However, true growth is found outside of you. Sounds contradictory for a personal brand, right? Stay with me. Your personal brand was created to reveal the depths of you, but it was designed to provide value to your industry. Which makes feedback from your network and market data gold in developing effective, beneficial content plans.

Engage with your network, survey your audience, and keep a close eye on your analytics. The combination of these resources will show you where you can optimize opportunities and where you can improve.

Tip: Use social media analytics to understand which aspects of your brand resonate most with your audience and where there might be room for improvement.

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Chapter 7:

Conclusion

So there you have it, this is why personal brands are on the rise. It's an invaluable asset to leverage as you navigate career changes and advancements. Through defining, communicating, and positioning your brand, you create opportunities that extend far beyond your current network and open doors to new professional realms.

Are you ready to elevate (or create) your personal brand? Subscribe for more insights, reach out for a consultation, and let's get you set up for success as you go for that next big career move.

Download your personal branding checklist here to start scaling in your industry today.



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Meet Melanie Borden

Founder & CEO, The Borden Group



Where it all began

Just a few years ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. I turned to LinkedIn™ to start building my personal brand, opportunities, and business. I'd successfully created marketing strategies for my employers–tech companies, retail, and high-growth startups–so I leveraged those skills to build my own.

I used my experience in marketing oversight, social media, strategy, reputation management, and others to make my own brand visible, approachable, and attractive to customers. It worked! I grew my platform, my reach, and my bottom line.

Since then, I've worked with brands, including C-suite executives, founders, companies, and non-profits, to expand their reach, amplify their messaging, and increase their marketing effectiveness.

Along the way, I've been featured in or quoted in LA Weekly, Entrepreneur, Good Morning America, Adello, Daily Mail, CXO Outlook, The Epoch Times, Working Mother Media, Hip New Jersey, New York City Biz List, Fast Company and most recently, the Wall Street Journal.

I am also a member of The Forbes Agency Council. I work best when I combine my team of LinkedIn™ community managers, creative writers, and designers with your in-house team of marketers, giving you a consistent presence and fast impact on this platform.

When you're ready to go from lurking to leveraging on LinkedIn™, let's talk.

For more insights and resources, visit Melanie's website at www.humantobrand.com

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