

PERSONAL BRANDING CHECKLIST



THE FOUNDATION OF PERSONAL BRANDING

- Identify your unique value proposition (UVP) based on your competencies, achievements, passions and personality traits.
- Seek feedback from family, friends, and colleagues to gain insights into your strengths.
- Define your brand's core values and mission.
- Ensure consistency when communicating your brand across platforms.
- Update your LinkedIn profile to reflect your current career goals, aspirations, and brand identity.

OPTIMIZING YOUR ONLINE PRESENCE

- Curate your LinkedIn profile to highlight your industry-specific expertise and achievements.
- Connect with like-minded professionals and industry leaders.
- Engage on other platforms such as Twitter and industry-related blogs to grow your presence and impact
- Share insightful content that aligns with trending industry topics

NETWORKING AND COMMUNITY ENGAGEMENT

- Focus on meaningful networking to develop genuine connections
- Seek aligned collaborations that accelerate your career goals.
- Share your expertise through articles, podcasts, and workshops.
- Expand your reach with speaking engagements and other events.

CONTINUAL LEARNING AND ADAPTATION

- Engage in learning opportunities that enhance your industry knowledge, skills, and relevance.
- Link your learning back to your personal brand and how you can provide more value for your audience.

MEASURING THE IMPACT OF YOUR PERSONAL BRAND

- Engage and survey your network for feedback
- Monitor your analytics to gain insight into what content resonates most with your audience.
- Use this data to optimize your content strategies.