

Personal Branding Toolbox Checklist

You must create tools to develop, promote, and sustain your personal brand, both online and offline. Below is a comprehensive checklist on how to accomplish this.



DISCOVER YOUR BRAND

- Complete Personal Branding and YOU worksheet** to have an understanding of how Personal Branding will help you achieve your goals and what it means to you.
- Complete Brand Discover Worksheet** to become aware of what your personal brand is and how it can connect to your personality and passions.

OFFLINE BRANDING

- Your resume** is an important element of your personal brand as it highlights your experience, activities, and accomplishments. You can have your resume reviewed by a Career Specialist at the [MU Career Center](#). [Click here](#) to learn more about how to build a resume to market your experience.
- Effective **Interviewing skills** are an important part of your toolkit as provide an opportunity to present what you can offer potential employers. [Click here](#) to learn more about effective interviewing.
- For particular industries such as journalism and graphic design, **portfolios** provide a way for others to view your style. [Click here](#) to learn more about designing a portfolio. [Figdig.com](#) and [carbonmade.com](#) are social networks for people who want to show their creative abilities to others.
- Business Cards** an important part of your personal brand particularly when you are networking. [Click here](#) to learn more about how to make business cards that effectively reflect your brand.

HAVE A WEBSITE OR BLOG

- Website:** If you have the technical skills, you can host your own site. Choose a premade template or purchase space at a low cost ([weebly.com](#), [bravenet.com](#), [pages.google.com](#)).
- Blog:** There are several options for creating a blog such as [Wordpress](#) (very popular), [Blogger](#) and [Tumblr](#).
- URL:** Your URL is going to be extremely important. You can purchase your domain name, [yourname.com](#) or [yournameRESUME.com](#) which is a clear representation of your brand.
- Purpose:** Reflect on the purpose of your blog/website by going through the [Toolkit Reflection Worksheet](#)

POSTING TIPS

- Know what's out there:** You can use [Technorati](#), or [Google Blog Search](#) to search for blogs related to your interests that receive heavy traffic. Also using a feed reader, such as [Google's feed reader](#) or [Bloglines](#), can make you aware of individuals and groups with similar interests.
- Know your Niche:** After knowing what's out there, narrow the scope of your blog/website. Having a clear focus will enable you to become an expert in an area where there are fewer competitors.
- About Page:** The About page is critical for others to get to know the person behind the brand. The more credibility and confidence that your About Page inspires, the more likely that people will read your website/blog.
- Keep it short and interesting:** Try to write between 250 and 500 words for each blog post. Use an illustration, photo, video, or podcast that compliments what you have said. Use your own voice and inject your personality into your posts by having an informed point of view.
- Formatting:** Feel free to use bold, italics, underlining, backgrounds, and bulleted lists to highlight key words or phrases. This will make your post to be easier to read. Headlines are the first thing that will come up in someone's feed reader so make them interesting! And be consistent with your formatting across all platforms!
- Writing:** Before you post on your site or bog, have 5-10 well written posts already completed so you become comfortable with your style and personal brand.

SOCIAL MEDIA

- Know your Audience:** Depending on your niche, one social network might be more appropriate for you to use than another. For example, if you are targeting professionals, LinkedIn could be the right platform.
- Complete your Profiles:** Be sure that across different social networks your brand is effectively represented. Make certain that colors, backgrounds, formatting, logos, and information in your profile are a representation of your personal brand. **BE CONSISTENT!**

FACEBOOK

As one of the largest social networks, Facebook is an essential tool for your personal branding toolkit.

- Privacy Settings:** Depending on what you want to achieve, you may want your profile to be public or you may want to enable content for certain people. One recommendation is to turn the tagging setting off for photos and videos in order to have control over your wall. It is also important to organize who you are connected to and who has access to your profile. Facebook profiles should always appear professional.
- Grow your contacts:** You can use Facebook Connect to expand your contacts by importing contacts from your email account and Instant Messenger.
- Update your status:** Your status is a reflection of who you are and what you do. A status can draw people into content and expose them further to your brand.
- Create a Facebook Group:** A Facebook group can connect you with people in your industry, help market your blog, and enable you to share multimedia like photos, links, and videos.

TWITTER

This is an essential social media tool because it enables you to communicate with your audience throughout the day.

- Twitter handle:** It is important to reserve your domain name so that Twitter is aligned to your personal brand. It is important to claim your Twitter handle as soon as possible so that it aligned to how you would like your personal brand to be identified.
- Formatting your site:** There are many sites that you can use to help you develop a custom background, such as [Twitpaper](#) and [Twitterimage](#). It is important ensure that colors and formatting are a representation of your personal brand.
- Use your content to be an expert:** You can use Twitter to establish a feed to deliver that content to an audience on a topic that you are passionate about. You can subscribe to blogs and keywords using [Google Alerts](#), and then act as an expert for your topic, constantly pushing out the best content. Content is important on Twitter, so be sure to produce quality content and quality tweets. Keep your tweets professional and make sure they add value to your followers. Make sure that you tweet often to keep your online presence alive.
- Marketing on Twitter:** You can put your Twitter account in your email signature, website, email newsletters, business cards, in contact information for presentations and whenever you guest post on blogs. Also be sure to promote your brand to your existing network.
- Applications:** Using applications can also enhance your brand on Twitter! [Tweetmeme](#) enables your readers to retweet easier. You may place a button on your blog that allows your readers to more easily retweet your posts. [Hashdictionary](#) enables you to keep track of conversations on Twitter. [Tweetlater](#) enables you to schedule tweets so that they are published automatically in the future.

LINKEDIN

Serves as an online resume, cover letter, reference and contact list where you can interact with professionals.

- Increase your contacts:** You can import your contacts from Windows Live, Hotmail, Gmail, Yahoo! and AOL. You can also search for friends, colleagues, and other individuals within your network. Promoting your page in your email signature, blog, presentations, and business cards can also increase your network.
- Start a Group:** Introduce your expertise to numerous contacts while promoting your brand. You can also host an event and connect with others regarding a particular topic or area of interest.
- Engage:** Updating your status regularly, reply to messages promptly, and engage your network by replying to threads in discussions and statuses. Post discussion topics around your niche area to make a positive impact. Move beyond your status updates and seek out other posts, particularly those related to your interests.
- Resume:** Your LinkedIn profile is very similar to a social resume so be sure it reflects your skills and abilities and is updated with your latest experiences. Your URL should appear as "<http://linkedin.com/in/yourfullname>" which makes it easier for people to find you on LinkedIn.

Adapted from:

[Student Branding.com](#)

[Personal branding.com](#)

[PWC Personal Branding Week](#)

[Me 2.0](#)

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