

The World Is Waiting For You...



Step 8: Personal Brand Worksheet

STEP 8: Build Your Personal Brand

Strengths

What are you good at and what do you want to do to make a living? Ok, so you've already done this. Review it if you want but you should be well on your way to knowing the answers. Once you know what you want to do, make the commitment to be as great at it as you possibly can be. Realize that whatever it is you have chosen as your future career, a zillion other people have also chosen it and are all ready to take your position if you start slacking!

Self Perception

Take the time now to decide how you want to be viewed by others, and please think long term on this. All high school kids want to be thought of as the cool kid or the jock or the daredevil. Go beyond that and think about your potential college admissions counselor or your future employer. NOW is the time to start building the brand for your future self. Take this seriously because they most certainly will.

Build Your Platform

You will need a personal website and it should be your name. Do whatever you can to secure your name as your domain name. Use middle initials or middle names if you need to. Just don't use cutesy letters, symbols, unusual spelling, etc. Just your name. You will also need social media accounts that represent your brand. Use whatever accounts you frequent and again, keep it professional and positive. No swearing and inappropriate content or photos.

Your website will need a professional design and content on the "about" page that effectively describes who you are and what you have to offer.

Then start creating the best content that you possibly can. Do you want to be a chef? Make foodie videos on Instagram. Motivational speaker? Get all over Facebook. You get the idea, right?

Collaborate

Build as many relationships as you can with others in your chosen career field. This will open doors and help you grow your social following. Find other people who create great content and collaborate. Create content together and trade audiences. It's a win/win for everyone and you'll make some great connections in the process. This is networking at its finest!

Take A Professional Photo

Having a professional headshot that you use consistently across all of your social networks will make it easy for people to identify you. Make sure that you look professional in the photo and don't take the picture yourself! Also come up with a great 160 character elevator pitch about yourself and include it with all of your profiles and author bios to help build your brand.

Use common sense in everything you do and you will end up with a professional, positive image that will get you everywhere you want to go in life. Start early (NOW) and think before you post! Anything and everything can go viral these days. Make sure you're holding a puppy, not a 6 pack. And remember, once it's on the internet it's there FOREVER!