

Let's Get Started

BUILDING YOUR PERSONAL BRAND ON LINKEDIN

IN THIS WORKBOOK, WE'LL GO OVER THE BASICS
OF BUILDING A PERSONAL BRAND, AND THEN
DIVE INTO SPECIFICS FOR CREATING YOUR
BRAND ON LINKEDIN.






TABLE OF CONTENTS

- WHAT IS A PERSONAL BRAND
- WHY IS A PERSONAL BRAND IMPORTANT
- DEFINE YOUR PERSONAL BRAND
- HOW DO YOU DESCRIBE YOURSELF
- HOW DO OTHERS DESCRIBE YOU
- DEVELOP A BRAND STRATEGY
- LINKEDIN ENGAGEMENT CHECKLIST
- LINKEDIN PROFILE MAKEOVER + BONUSES

IN THIS WORKBOOK, WE'LL GO OVER THE BASICS OF BUILDING A PERSONAL BRAND, AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR BRAND ON LINKEDIN.





HEY, I'M JENNIFER

We've talked before about how to build a personal brand, and of course, there are many ways to do so.


But this workbook is going to focus on the LinkedIn aspect of building a personal brand. We'll talk about how you can start authentically building your visibility by boosting your professional identity on LinkedIn.

LET'S DO IT!



Jennifer xoxo





"IF YOU DON'T
BRAND YOURSELF,
THEY WILL"—
JENNIFER HUFFMAN

01

WHAT IS A PERSONAL BRAND?

A personal brand is HOW YOU ARE PERCEIVED BY OTHERS! It is the reputation you forge in the eyes of others through what you CONSISTENTLY say and do!

LET'S DO IT!



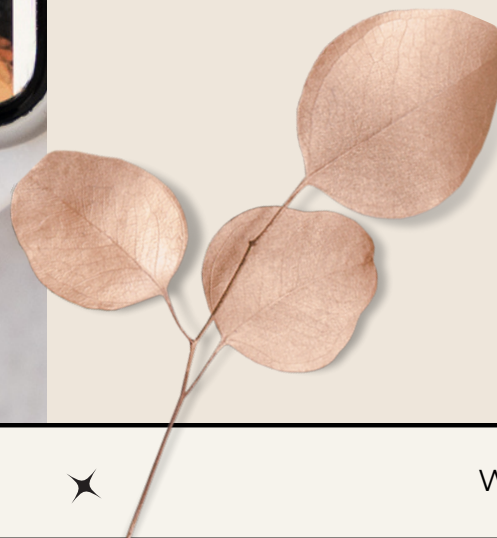
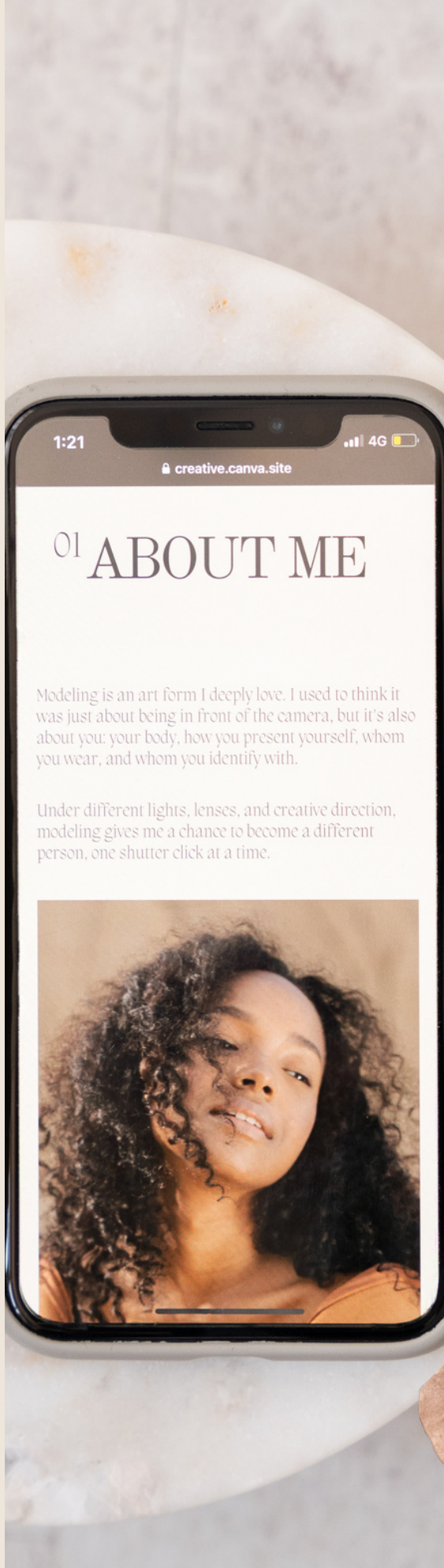
02

WHY IS A PERSONAL BRAND IMPORTANT?

Personal Branding is a great way for you to **STANDOUT** from the crowd in a **POSITIVE** way!

As a leader, your most powerful asset is your personal brand. That means your name will **ADVANCE YOU!**

LET'S DO IT!





03

DEFINE YOUR PERSONAL BRAND

WHO ARE YOU?

Now that you've got a handle on what a personal brand is and why it's important, it's time to define yours and decide who it is for. This can be done in six ways: defining your personality, your passion, your superpower, your uniqueness, your values, and defining your purpose.

LET'S DO IT!



YOUR NOTES:



HOW DO YOU DESCRIBE YOURSELF ?

When you think about your personal brand, you should think about how you want to come across to those you meet right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar? What do you stand for? How do you show up and contribute in the workplace or boardroom?

enjoy the process

YOUR NOTES:



HOW DO OTHERS DESCRIBE YOU?

When your colleagues think about you, what words come to mind when they think of you? A personal brand is a descriptor of you. Ask three of your connections to send you three words to describe you. Take notes to document their responses. Are you confident, generous, creative, ambitious, knowledgeable, passionate, neat, dependable, witty, caring, innovative, humble, energetic, strong, humorous, or quiet?

enjoy the process

YOUR NOTES:

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COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with you to feel. Do you want them to feel excited? Inspired? Happy?

Answering this question will help you determine what kind of voice or tone you want to present through all aspects of your personal brand—from in person interactions, to email, to LinkedIn posts, to articles, to LinkedIn comments .



THINK ABOUT YOUR NAME

If you want to build a Personal brand on LinkedIn, one of the first things you'll need to do is come up with a name. For example if your brother uses his legal name on LinkedIn but goes by a shorter name with all his connections, that could impact the consistency of his brand. Using two names is confusing to your followers and lacks brand identity.

A solid name can help people remember who you are and what your brand stands for. Be creative enough that it stands out from the crowd. It can be as simple as your first and last name. You just need to consistently use it to make your brand distinguished. For ex: Jennifer Huffman, THE JENNIFER HUFFMAN, JHUFF, or Jennifer—The Branding Guru.

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CONTINUE THE STRATEGY

Define your passion and your superpower.

What are the things you're passionate about?

What is your superpower?

What is it that you can do best at ease? Your expertise, your niche?

What do you want to be known for?



CONTINUE THE STRATEGY

Define your uniqueness, your values, and your purpose.

How are you unique? What makes you different? What are the things you do that are different from others? What are the things you see that others do not see?

What are your core values? What do you believe is important? What is priority for you?

What is your purpose? this is big and gives your life meaning! This helps you to easily align your career and work goals to your brand. Are you in a purpose driven career? Does the work you do, fulfill you? Is it meaningful work?

Your purpose is your **“WHY”**



YOUR NOTES:

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DEVELOP A STRATEGY

With your personal brand identity and voice in place, you can start building your strategy. The first step is defining whom you want to reach and how you'll do it.

LinkedIn is a great way to build your professional identity, grow your network, and cultivate connections with other professionals.

Setting goals for your personal brand on LinkedIn is essential: these goals will inform everything from deciding on what to post and frequency schedules to tracking your engagement with your connections and those you follow.

You may have one overarching goal or many specific ones—for example, if you're looking to grow your following through posting, setting up those post in advance will save time by streamlining the process. For example, if you know you have an upcoming event that you'd like to post afterward, then you can preplan and write out your post in your notes app and post later with photos.

Let's take this example further into account with practical steps like creating a LinkedIn post, reposting others with your thoughts, like a post with a reaction icon to express more, and comment. You can better measure your effectiveness towards achieving those goals over time using a checklist to track and improve your engagement.



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ENGAGE ON LINKEDIN CHECKLIST

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ENGAGE ON LINKEDIN CHECKLIST

Month: Week:

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ENGAGE ON LINKEDIN CHECKLIST

Month: Week:

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ENGAGE ON LINKEDIN CHECKLIST

Month: Week:

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WHEN YOU BUILD A STRONG BRAND, YOUR CONNECTIONS WILL BE FIRED UP TO DEVOUR EVERY INTERACTION!

You've learned a lot and you've accomplished a lot at this point. So, let's move forward with building a stellar personal brand on LinkedIn.

For those of you reading this workbook and you do not have a LinkedIn account, STOP what you're doing and download the app and sign up to join now. If you're reading this and you already have a LinkedIn account but could really use a MAKEOVER, well look no further! Your page is about to be over the top good and others will visit your page and be inspired to update theirs.

Lets start with your LinkedIn PROFILE!

- **A MUST:** Complete Profile Photo with your most recent Headshot Photo.
- Background Photo. This could be a company branded banner or a personalized banner to include your tagline or niche, your contact, and perhaps your offer if you're a coach, speaker, or sales professional.

THE INTRO

- Add a Headline -Describe who you are and what you're about this can included achievements also. Ex. People leader cultivating inclusivity|2023 Humanitarian Award|Freelance Artist or I help women live in the realm of unstoppable confidence.
- Add your Name Pronunciation with your audio recording
- Pronouns. Let others know how to refer to you. ex. She/Her
- Add the Custom Button if you have a personal or business website.



THE CREATOR MODE

Go to Resources in your profile and turn on **CREATOR MODE!**

This helps you get discovered, allows you to showcase more, more tools, and it's **FREE!**

With Creator Mode you get **FREE ACCESS** to LinkedIn Live, Audio Event, Newsletters,, and you gain the FOLLOW button on your profile instead connecting with everyone that sends you a request. This mode allows strangers who enjoy your content but do not know you, they can follow and enjoy without being a connection.

Go To Analytics

Add your Profile Topics in the form of hashtags. This will be displayed at the top of your profile so your followers and connections can see what you talk about the most. You can add up to 5 hashtags!

THE ABOUT SECTION

- Add your latest biography and showcase up to 5 skills that you want to be known for.

EXPERIENCE

- Add positions, descriptions, skills and media like images or sites to support the different roles throughout your career.

EDUCATION

- Add school, degree, field of study, start date, end date, activities and societies, description, add up to 5 skills from school.
- Add media images like certifications, honor societies, degrees etc.

LICENSES & CERTIFICATIONS

- Add license & certification, issuing organization, issue date, expiration dates, add atleast one skill, and media images or sites to enhance your profile.



DON'T MISS OUT ON THE EXTRA'S PLUS JENNIFER'S FAVORITE BONUS FEATURES

VOLUNTEERING

- Add the organization, role, cause, start date, description, and media images or sites to enhance your profile.

SKILLS

- You can add up to 50 skills throughout your profile and connecting the skill to the job, education, licensing, and certifications.

RECOMMENDATIONS

- Don't be afraid to ask for a recommendation! Selective ask for recommendation and search for people you may want to ask.

HONORS & AWARDS

- This is the time to showcase all your hardwork and accomplishments! Add, add, add plus Add Media images or links..

FEATURED POST

- Use this space to feature your top performing post or post that you're most proud of. You can add a post, a newsletter, an article, a link, upload photos, or take photos.

REARRANGE

- You can rearrange the sections in your profile. The reorder section icon is in the top right on mobile devices recognizable with the up and down arrow.

QR CODE

- Open your mobile app, look at the top for your search bar, to the right you will notice a QR Logo, click it, and share your code or save to photo. Great to have on demand for networking events.

CUSTOMIZE YOUR LINKEDIN URL

- On your profile, beside the ""Add Section", tap the 3 dots, click contact info, tap the pencil to edit , tap profile URL and edit.

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THANK YOU FOR READING!



JENNIFER HUFFMAN
AUTHOR & *PERSONAL*
BRANDING STRATEGIST

WWW.THEJENNIFERHUFFMAN.COM
CONNECT ON LINKEDIN

