

PERSONAL BRANDING TIPS

for business owners, professionals & executives

How to Set

S.M.A.R.T. GOALS

S = Specific

M=Measurable

A = Achievable

R = Relevant

T = Timely

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Personal Brand Statement

Fill in the blanks below with your answers from self-assessment and with the help of a trusted colleague, advisor or mentor.

Personal Brand for _____

I am known for being really good at _____,

and _____.

My friends, employees and colleagues know they can expect me to always be

and _____.

I am passionate about ..

I feel inspired when...

I feel fulfilled when I...

LinkedIn Profile

- Update Profile photo: look at camera, solid colors
- Write the about statement for your ideal audience, what do they need?
- Create a custom banner that reflects your professional expertise and success
- Update all 50 skills and request endorsements from your network, colleagues, clients and peers
- Design a headline that informs quickly who you are, who you help and why they should contact you
- Contact information should be correct and updated

Elevator Pitch

COMPONENTS

1 Introduction

- Name
- Job Title or Profession
- Company or Organization (optional)

2 Goals

- job hunting
- building your network
- business referrals
- selling your services/products

4 Call to Action

- connect with hiring person
- purchase product/service
- share contact information
- set up a call

3 Storytelling

- skills
- examples or case studies
- compelling and memorable

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