



Strive
Enrich Possibilities

How to build your online Personal Brand

Your name is
just the start.

E-Workbook

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JOLLIE
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Introduction

In today's competitive environment, it is absolutely imperative that YOU find a way to differentiate **YOURSELF** from **YOUR** peers in the marketplace.

YOU need that certain **Y** factor that will make **YOU** known for something different and thus indispensable. In short, **YOU** need a personal brand.

Personal branding can be a powerful tool for professional success. **YOUR** personal brand is a vivid indication of the best **YOU** have to offer the world – the performance, contributions, and value **YOUR** next employer can expect from **YOU** and what **YOU** in turn can expect from **YOURSELF**.

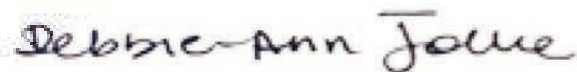
Personal branding refers to a new marketing concept synchronous with the ability to take responsibility for how **YOU** present and position **YOURSELF** as an influencer by creating a brand around **YOURSELF** within your niche or industry, thereby increasing **YOUR** reputation.

While personal branding builds trust, the unparalleled benefit is creating more robust positioning and amplifying sellability.

Over the last 5 years, I can easily say that building my personal brand has been one of the most impactful things that I have done for myself and my career.

I hope you take the opportunity to build **YOURS** too!

Warm Regards,



Debbie-Ann Jollie



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Fundamentals for your personal brand

All About You: Top 8 Personal Branding Tips for Individuals

What are the key elements of an individual's personal brand? Here are 8 tips to jump-start your branding efforts:

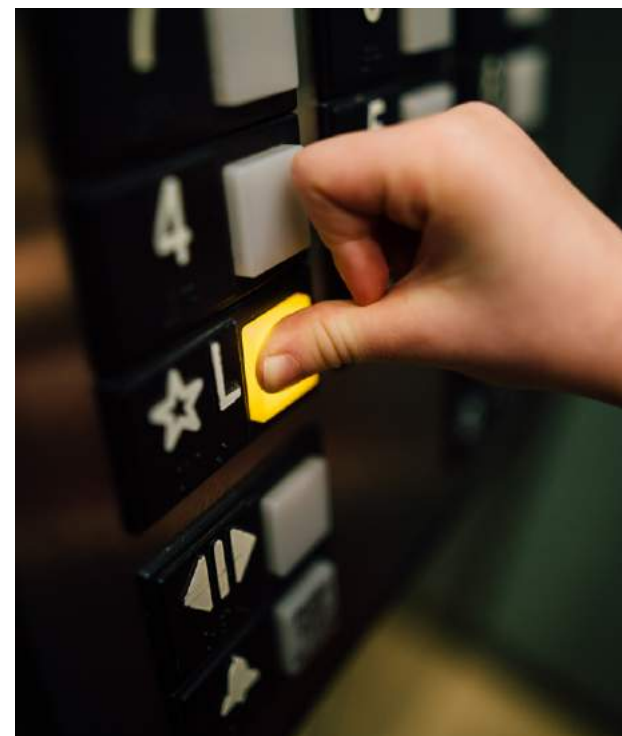
- 1. Be authentic**
Ensure that your personal brand is a true reflection of who you are. Use this opportunity to tell your story and make your personality shine.
- 2. Learn how to introduce yourself**
Try to be impactful with your introductions. Make your introductions short with a focus on your unique value proposition. Let people know what sets you apart from others.
- 3. Show your confidence**
Start showcasing your brand by putting yourself out there. Be passionate and support yourself with research and personal building activities/classes.
- 4. Develop the tools of the trade**
Ensure you master your craft and take advantage of opportunities to learn more so you can be more competent in what you do.
- 5. Show your cards**
Show your skill set and highlight all your achievements. Make business cards to connect with people.
- 6. Dress for success**
Always look your best as you dress suitably for any occasion.
- 7. Build a professional online image**
Do an online audit and curate your online image. Update your social media accounts, build your personal website and share professional content to match your expertise.
- 8. Reassess your personal brand regularly**
Do regular audits of your personal brand image to see what you can improve on or change.

YOUR ELEVATOR PITCH: THE FOUNDATION OF YOUR PERSONAL BRAND (USP)

What is an elevator pitch?

Imagine stepping into an elevator, or on an escalator or even walking into a networking event. If the person standing next to you says, “Hi, I’m the HR Manager at your dream company. Tell me about yourself.” Are you prepared for an opportunity like this? Could you concisely introduce yourself, your background and your career aspirations in the time of a quick elevator ride—30 seconds or less?

“Elevator pitch”, sometimes known as your **Unique Selling Proposition** is a popular term for the basic introduction of who you are, what you’re looking for or what solutions your business provides. It can be used in a variety of professional situations such as networking events, career fairs, cover letters and formal interviews. (The elevator, of course, is optional.)



“Stories connect us at a human level that factual statements and logical arguments can't possibly match.”
— Steve Woodruff,
Clarity Wins: Get Heard. Get Referred.

YOUR ELEVATOR PITCH: THE FOUNDATION OF YOUR PERSONAL BRAND (USP)

Why is an elevator pitch important?

In most situations, you won't have time to tell someone your life story or to list every accomplishment on your resume. The best elevator pitches provide enough background information and enthusiasm so the other person wants to continue a conversation with you.

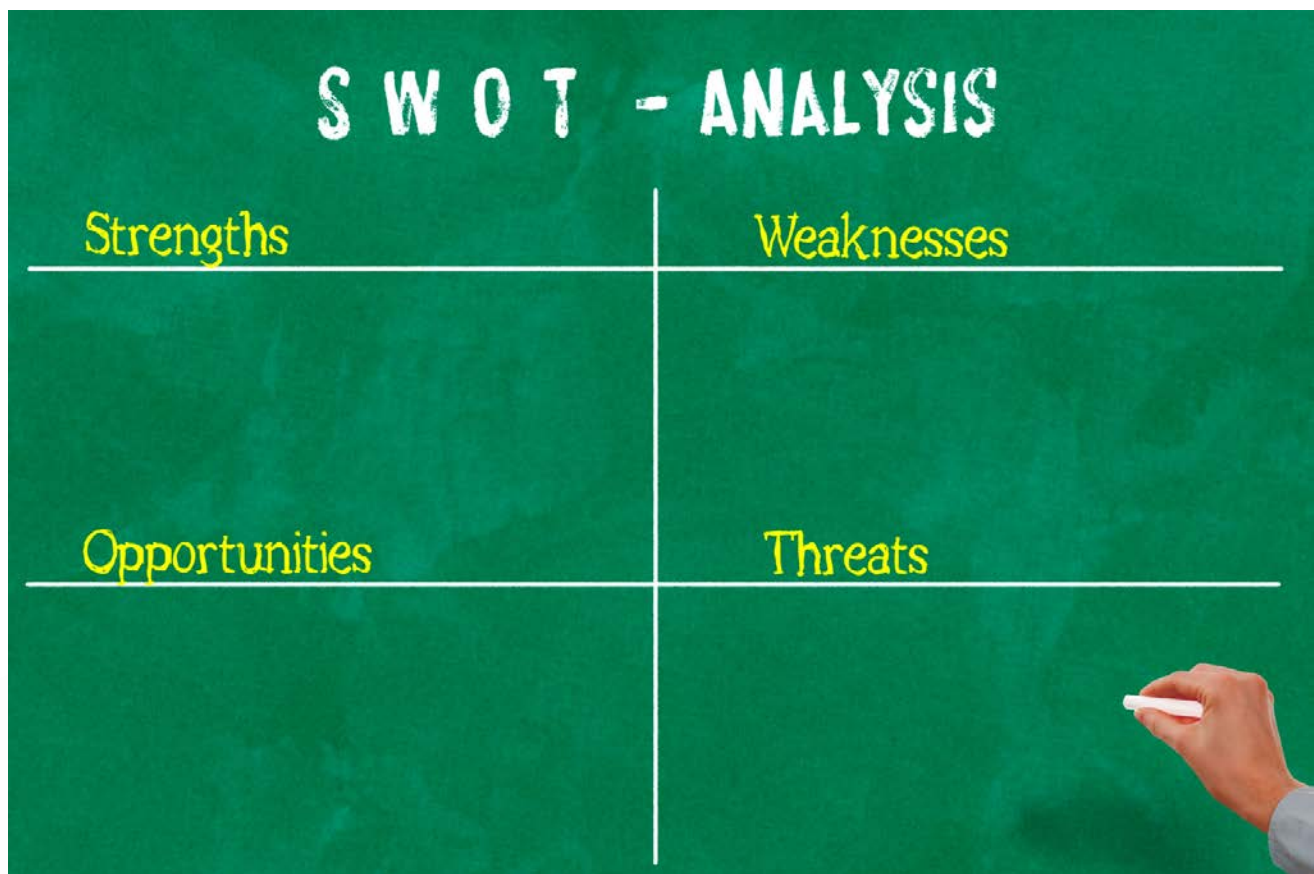


“ The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over. ”
— Seth Godin

Here is a simple 2 part process for developing a strong and effective elevator pitch.

1. Know yourself

The first step to introducing yourself effectively is knowing who you are and what makes you unique. This is where you can do your personal SWOT analysis.



Ask yourself the following questions and jot down your answers:

1. Which of your previous jobs, even if they were part-time jobs, internships or volunteer positions, provided you with experience relevant to what you hope to do now? If none, what about your university or high school courses or extracurricular activities?
2. What are your strongest skills?
3. What are your strengths and passions, career-wise?
4. What kinds of jobs, companies or industries are you pursuing now?
5. What are the current challenges that are holding you back?
6. What help do you need to overcome these challenges?

2. Craft your pitch

Think of your pitch in three parts:

1. Who are you?

Remember that your primary goal is simply to introduce yourself. Share your name and place yourself in context by explaining who you are, what you're studying or where you currently work.

2. What are your major accomplishments/passions/unique skills?

Leverage the skills you listed earlier from the SWOT analysis and frame them in a way that is meaningful to a potential employer or networking contact.

What can you say that will make a recruiter remember you or a networking contact want to know more about you?

3. What do you want/Where are you going?

This part of your pitch is a call to action. It is the part of your pitch that lets the other person know what you're looking for and the topic you're interested in talking about. Don't be pushy or aggressive, but do be forthright about the fact that you're looking for a job.

Draft your elevator pitch/ Unique Selling Proposition here:

The Perfect HeadShot: The Foundation of Your Personal Brand

A **headshot** is a photo of a person's face. **Headshots** are used for professional and business purposes, as well as on social media handles to identify personal brands. For this reason, **the quality of the photograph is most important.**

Headshots should be in sharp focus, well lit, and only include one person, usually from the shoulders and above. You do not always have to take professional headshots with a certified photographer, **you can simply use your SMARTphone.** One useful tip when using your phone is to simply wipe the lens before snapping!

“ A professional headshot in front of a bookshelf says
you're an intellectual.
A professional headshot peeking through a bookshelf says
you're probably under a restraining order. ”
— Ryan Lilly

Examples of good headshots



5 Ways to Avoid a Bad Headshot

Take your photo out in natural daylight

Daylight is the best light to take out photos as images will be clear with very little shadows.

Care about what you wear

Ensure you have multiple outfits for the day of your photoshoot. Be ready to take both formal and semi-casual shots, because a lot of the time you don't know what you're going to need in the future. Make sure your clothes match, fit, are clean, and well cared for. You'd be surprised how many people do none of those things, and it always reflects in their photos. Employers don't want no scrub.

Try out various poses

Be ready to do all kinds of poses. Look up poses online before your photoshoot and try them out. Some will work, and some won't. See what comes natural and looks natural on you.

Keep your background simple

Avoid distracting backgrounds! It can cause viewers of the photo to be more interested in the background than you. For some reason, many people who get professional headshots taken are obsessed with the background. Don't be that person. You don't need your photo taken on 30 different backgrounds.

Smile

Despite what you think, almost every person on the planet looks better when they're smiling in a headshot, so just smile during your session.

Additional Resources

- <https://www.mindtools.com/blog/offers/wp-content/uploads/sites/5/2019/08/Personal-Branding-Toolkit.pdf>
- <https://www.reachcc.com/brandquiz>
- <https://influencermarketinghub.com/personal-branding-guide/>
- <https://www.indeed.com/career-advice/career-development/how-to-create-a-personal-brand>
- <https://www.forbes.com/sites/josephliu/2018/04/30/personal-brand-work/?sh=582170917232>
- https://youtu.be/Alqt7plbp_o

Passion's potential

A silhouette of a person with a backpack, climbing a jagged rock formation. The person is reaching up with one hand. The background is a bright blue sky with several large, semi-transparent white circles of varying sizes. The overall theme is one of achievement and passion.

“My mission in life is not merely to survive but to thrive;
and to do so with some passion, some compassion,
some humor, and some style.”
-Maya Angelou

Top 8 Ways to Incorporate Passion into Your Career

What differentiates the mundane careers from the meaningful ones? Passion is the “Y” factor. Here are 8 tips on how to find and express your personal passions every day:

1. **Be (authentically) enthusiastic**

Always reflect who you are and what you are most passionate about.

2. **Say yes more often**

Be willing and open to trying new things. Explore as much as you can, which can help you find your true calling.

Be proactive

3. Always plan ahead and try to integrate your passions into your work and general life habits.

Hang out with passionate people

4. Network with people who share your passions at work and in nonprofessional settings.

5. **Hang out with passionate people-online**

Seek out people online to connect with who share your passions and professional expertise.

6. **Give back passionately**

Find a way to share your passion with others. Whether you volunteer or give donations, do so passionately.

7. **Get rid of the “shoulds” and “shouldn’ts”**

Never limit yourself and your potential by segregating your passions. Don’t think it’s a bad idea to incorporate passion into work. Make it work for you (pun intended).

8. **Be curious**

Don’t just be normal, be extraordinary. Read more, go out more, experience more and connect more.

Worksheet

Why is passion important?

Take time to discover your unique passions and find ways to incorporate them in your life and work. Here is an activity to help.

Write down Activities you loved as a child. How could you include this in your life today?

[illegible]

WORKSHEET

Passion's Potential



Why is passion important? Take time to discover your unique passions and find ways to incorporate them in your life and work. Here is an activity to help.

Write down Activities you loved as a child. How could you include this in your life today?

Example: I enjoy doing make-up.

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WORKSHEET

Passion's Potential

Why is passion important? Take time to discover your unique passions and find ways to incorporate them in your life and work. Here is an activity to help.

Task: Volunteer or intern at a local make-up artist retail facility.

Example: I enjoy Telling stories.

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Task: Sign up for a local Toastmasters speaking group. E.g.
<https://www.facebook.com/toastmasterstrinidadandtobago/>

WORKSHEET

Passion's Potential



Why is passion important? Take time to discover your unique passions and find ways to incorporate them in your life and work.

Here is an activity to help.

Insert a brief description of yourself and your experience.

[illegible]

WORKSHEET

Passion's Potential

Why is passion important? Take time to discover your unique passions and find ways to incorporate them in your life and work. Here is an activity to help.

Portfolio

Highlight the projects that you have participated in

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Additional Resources

- <https://dreamlivingcoach.com/career-blogs/integrating-passion-into-your-career/>
- <https://www.businessnewsdaily.com/10533-hold-onto-passions-in-career.html>
- <https://www.inc.com/eric-holtzclaw/the-powerful-effect-of-integrating-your-passions-into-your-work.html>
- <https://www.forbes.com/sites/forbesagencycouncil/2020/08/27/how-to-incorporate-your-passion-projects-into-your-workday/?sh=2aa0b2267438>

Mentoring & Building Relationships



Top 5 Dos and Don'ts for Building Relationships

The relationships you forge in life can determine your life's destiny and how well you achieve your goals. Relationships are unique to you and are an essential component of your personal brand. Here are 10 tips on building, maintaining and enjoying your professional work:

1. **DON'T wait until you need a network to build one**

Start networking early in life and let it be a part of your daily routine and activities. Sometimes meaningful and authentic relationships need time to brew.

2. **DO make sure all networking relationships are mutually beneficial**

Present yourself as someone who has something to offer and is willing to help. You can ask your networks if there is anything you can assist them with.

3. **DO join industry associations**

Take advantage of organizations that facilitate networking. Be as active and engaged with all their happenings and opportunities.

4. **DO follow up fast**

Keep in touch with those who you have connected with. Never take too long to reach out and it is good to make the first move.

5. **DON'T forget to say thank you**

Gratitude is a must. Don't forget to share your appreciation to the people in your networks by simply saying thank you when they help you out.

“When nobody around you seems to measure up, it's time to check your yardstick.”
-Bill Lemley

WORKSHEET

Your Network: How to Build & Maximize Professional Relationships

What is networking?

For those who think they don't know how to network or may worry they are too shy, remember that networking is just about talking to people and maintaining relationships; and this can be carried out successfully on and off-line. You don't have to network with CEOs or Top level managers to benefit, and networking doesn't have to mean shaking a million hands at a conference or making 100 cold calls. It simply starts with building one relationship at a time....at church, at your local sports club, at NGOs and professional bodies.

Here is one exercise to help you build and maintain a strong professional network:

1. Start with people you already know

The best networks start with the people you already know. And your existing network is probably much bigger than you think.

Take a few minutes and fill out the names of people you know and trust in each of the following categories. As part of an active job search, you'll want to reach out personally to each of these people – with an email, phone call or social networking message – to let them know you are job hunting and ask for their support.

Once you begin a dialogue about your career interests, you can begin asking these people to introduce you to other people in their networks. If you are gracious and genuine, most people are more than happy to provide some advice and connections. Always remember, however, that networking must be mutually beneficial, so be sure you give as much help and support as you receive.

WORKSHEET

Mentoring & Building Relationships

List people in your existing network to whom you can reach out for advice and referrals

Learn to introduce yourself

Example: "Hi, I'm Natasha Brown. I'll be receiving my BBA in Accounting in May from The University of The West Indies and I interned last summer at the Telecommunications Authority of Trinidad and Tobago in the Corporate Communications Department. I also participated in the organisation's project #GIRLSINICT2022, which was an incredible experience. I'm also the vice president of an NGO that supports disadvantaged women and girls. I'm currently seeking an auditor position , which is why I'm here at this conference."

Additional Resources

- <https://corporatefinanceinstitute.com/resources/careers/soft-skills/part-1-networking-and-building-relationships-within-the-company/>
- <https://www.cleverism.com/23-networking-tips-for-building-effective-relationships/>
- <https://www.gsb.stanford.edu/insights/eight-tips-building-maintaining-leveraging-your-professional-relationships>
- <https://www.forbes.com/sites/johnhall/2017/12/17/7-books-to-help-you-improve-your-business-networking-and-build-real-relationships/?sh=7fb953168ae3>

“ *Whether they stem from business or personal situations, our relationships are what support us, connect us, and allow us to progress in all aspects of our lives.* ”
— Michelle Tillis Lederman, *11 Laws of Likability*



Your career needs Social media

Top 8 Online Branding Tips for YOU

Make no mistake about it: your professional networking contacts are Googling you. Your online image is incredibly important, and your web-based networking activities can make or break your job search. Here are 10 tips for professionalizing your virtual presence:

1. **Google yourself.**

Search your name online to see the results. Are you happy with what comes up?

2. **Email impeccably**

Practice writing professional emails with proper grammar and other email etiquettes observed.

3. **Make sure your social networking profiles are rated PG.**

Make sure your social media content is a reflection of you and can be seen by anyone, especially recruiters.

4. **Become an active user of LinkedIn**

Make a LinkedIn profile and update your profile. Connect with professionals and join groups.

5. **Bring offline relationships online**

Connect with friends, families and past acquaintances online.

6. **Share your professional status**

Update your online profiles with the latest information regarding your work, projects, events etc.

7. **Get some online bylines**

Engage online. Share your views by making comments or leaving reviews to gain online exposure.

8. **Stay diligent about your online presence**

Monitor your online presence and make improvements to reflect your brand.

Worksheet

Your Online Personal Brand

Why is an online personal brand important?

There are many opportunities to create your own personal brand, including going online. Never forget that professional networking contacts might be checking you out online. Are you happy with what they will discover when they Google your name? Just as you work hard to build a strong resume and in-person presence, you have to put equal time and effort into developing a professional online presence. Promoting yourself virtually is no longer optional.

While there are many places to interact and promote yourself online, three social media handles stand out the most as essential venues for personal branding: LinkedIn, Facebook and Twitter. Websites are also great personal branding tools if you are an entrepreneur consultant or have a side hustle. Here are rules to follow and actions to take for LinkedIn, Facebook and your own website:

If you're active on other social networks or online communities, you can use these tips as a guideline for those sites as well:

I. LinkedIn

LinkedIn is the world's largest professional online network. It is the place to build a professional online profile and to network with the site's 810 million+ members. Here are some amazing tips:

Build a 100% fully optimized profile. You can't build connections if people don't know you exist or what you have to offer. Your LinkedIn profile is your online business card and resume — introducing you to new people and showing friends and family your professional side.

Display an appropriate photo. Remember that LinkedIn is not Facebook, IG or Tik Tok. If you choose to post a photo — and LinkedIn recommends that you do — select a professional, high-quality headshot of you alone. Party photos, wedding photos, graduation photos, cartoon avatars, and cute pics of your puppy don't exactly project who you are and some can be unprofessional.

Include all of your experience. One of the most valuable aspects of LinkedIn is the way it connects you with former classmates and colleagues. You're alerted when someone joins LinkedIn from your school or a former employer. Don't miss out on these great connections (and potential opportunities) by leaving your "Experience" section incomplete.

Upload your contacts. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues and professionals you already know.

Join groups you're connected to in the "real world." Another way to form authentic online relationships is to join LinkedIn Groups with which you already have an affiliation. This might include your university, volunteer organization or professional association. Once you're a group member, you can comment on discussions, find exclusive job listings and connect with people who share your interests.

Personalize every connection request. As you reach out to people on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. You'll impress people with your personal touch.

Research people before meeting. Typically it is more advisable to set up Zoom meetings if you are networking with a total stranger. It's also the best method to communicate with persons who may not be in your own geographic space.

Before an informational interview, a job interview or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. This will make you feel more prepared and confident about the get-together and give you some good conversation starters.

II. Facebook

Facebook needs no introduction. However, you might not realize that the world's most popular social network plays a role in your personal and professional brand. Here are some tips on what to do — and, perhaps more importantly, what not to do — on Facebook.

Set your privacy to the max. Facebook has excellent privacy options; make sure you take advantage of them if you want to keep your personal and professional life as separate as possible. Take time to customize every setting to control who sees what content.

Delete any inappropriate photos or posts. Even if your privacy settings are tight, you never know if a professional networking contact still might come across your Facebook profile (it happens). To be on the safe side, remove any photos or posts related to drinking, drugs, nudity, vandalism or anything else you wouldn't want a professional contact to see. Moving forward, be very, very careful what you post. It's always better to be safe than sorry.

Join groups related to your professional interests. Thousands of Facebook groups exist that provide helpful information and networking opportunities, ranging from industry groups to summer internship groups to groups run by career experts. Take advantage!

III. Website

With competition among online businesses getting fiercer and stiffer, how can you set yourself apart from the rest? It comes down to personal branding. If you want to build a personal brand over the long term, you need a website. That's your own personal platform from which you can share your digital products, blog posts, webinars, and any other content you think would interest your audience. Your blog is something you own.

You don't own your social media profiles; Facebook or Twitter could disappear in an instant and take with it all of the content you have shared. While that's not a likely scenario, you still want your own property for online branding purposes.

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6. **Share your professional status**

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7. **Get some online bylines**

Engage online. Share your views by making comments or leaving reviews to gain online exposure.

8. **Stay diligent about your online presence**

Monitor your online presence and make improvements to reflect your brand.

5 TIPS FOR DEALING WITH CYBER BULLYING

1. Don't respond immediately

Take time to assess the situation and decide on course of action.

2. Collect evidence

Take screenshots and recordings if possible just in case that person may deny allegations.

3. Report and block

Use the report and block feature on whichever platform you are on (if available). Try not to be in contact with the person.

4. Take a technology break

If needed, take a break. Leave cyberspace and take some time for yourself to disconnect and do whatever helps you cope.

5. Protect your accounts

Don't share your passwords with anyone to prevent information leak and or impersonation. Protect yourself online.

Additional Resources

- <https://mashable.com/archive/students-job-search-social-media#iR2KBQBqlqq>
- <https://buildinggurus.com/5-ways-to-use-social-media-for-career-development/>
- <https://www.nytimes.com/guides/business/social-media-for-career-and-business>
- <https://www.wisestamp.com/blog/personal-branding-social-media/>



What will your personal brand look like?

“

*Define your brand or watch from the sidelines
as other people define you.*

— Germany Kent

”

CHECKLIST FOR A BRILLIANT PERSONAL BRAND

- ✓ **Prepare a SWOT analysis**
Take the time to discover what are your particular strengths and weaknesses, what you want to share with the world and what you want your brand to represent.
- ✓ **Develop your Elevator Pitch / Unique Selling Proposition**
This is a phrase that is a summary of who you are, and what solution your brand provides.
- ✓ **Take an awesome headshot**
A picture can tell a thousand words. Make it worth the while!
- ✓ **Discover your passion**
Personal Branding is a long game. It takes many years to fully understand, develop and monetise your passions. Be open to learning and growing.
- ✓ **Learn to Network**
We learn more from others than when we are on a singular journey. Meeting and engaging with the right persons can take our careers to the next level and open up doors and opportunities.
- ✓ **Develop an online strategy for personal branding:**
 - Audit your social channels
 - Curate appropriate content
 - Stay consistent with your messaging and branding



Government of the Republic of Trinidad and Tobago
Ministry of Digital Transformation



Sponsors



Facilitators

Thank you



A Girls in ICT Day Event!

Tech4Girls Masterclass in HOW TO BUILD YOUR ONLINE PERSONAL BRAND

#youareyourownbrand | #personalbranding |
#GirlsinICT #Tech4Girls |
#definehowothersseeyou | #masterclass |
#strive

