



Sellick Partnership
Recruitment Specialists

A guide to developing your personal brand



When companies are looking for the right candidate for a role there can be lots of competition, so it is essential that you stand out from the crowd and present yourself – and your personal brand – in the best manner possible.

A good place to start is to take a look at your personal branding toolkit; what do you use every day to give other people an idea of who you are and what you are about? Here is a rundown of what you need to consider, and how to ensure your personal brand is the best it can be.

Your online presence



Your online presence is an increasingly important element of your personal brand. Employers almost always look at candidates online profile, so you need to make sure that you are presented in the right way online - used correctly, your online profile can help show off your talents and work in your favour when applying for roles.

- ✳ **Take advantage of the tools at your disposal:** LinkedIn, Google+ and Twitter can all be important factors in increasing your market presence.
- ✳ **Be consistent:** it will not work if you utilise tools like this once every few weeks. Regularly check your profiles and engage with likeminded professionals.
- ✳ **Do not say or do anything online that you would not do in real life:** Inappropriate content reflects badly on you and could impact your chances of securing a new role.
- ✳ **Join online forums and groups to network with other individuals:** LinkedIn and Google+ groups can be a base for great discussions and sources for advice about improving your career.
- ✳ **Write blogs:** writing content can be a great way of showing your expertise and growing your personal brand! Write about things you know, and always be ready to answer any questions that people may have.

Online etiquette



We all rely on technology to aid us in our job search. Make sure you think about how you would behave in person and replicate this for your online behavior. As you are communicating to potential employers online, ensure you present yourself professionally. Try not to imply anything, and remember that potential employers know you based only on what you information you share online.

First impressions matter in person and online so it is important to keep these points in mind:

- ✳ **Remember that you are searching in a professional capacity:** keep your personal and professional profiles separate, avoid revealing any controversial opinions and make sure you are using a formal email address.
- ✳ **Write your emails with a face-to-face conversation in mind:** you would not ask someone outright for a position – explain yourself, where you saw the job advertised, and why you would be a good candidate – and always thank them for their time.
- ✳ **Avoid using a basic cover letter format:** put time into your applications and tailor your application to the company and position you are applying for.

Your physical presence is vitally important



- ✦ **This predominantly refers to your working wardrobe:** what first impression do you give to the people by the way you are dressed? Make sure you are always presenting yourself in a professional way and that it is reflective of the sector you are working in.
- ✦ **Hold your head up high and maintain a steady pace when walking or entering a building:** you should avoid appearing rushed or distracted, especially when interacting with potential contacts. Focus on your physical presence and you will be able to give a great first impression.
- ✦ **If you are working, or looking to work in a niche area or sector:** make sure you communicate this through your personal brand. Ensure your business card and online profiles explicitly show your areas of interest and experience, and always dress the part.
- ✦ **Be genuine:** employers, colleagues and customers will be able to tell if you are not telling the truth. If you are genuine and authentic you will build up a good reputation that will help you throughout your career.

Additional tips to improve your personal brand



- ✦ **Share your expertise:** journalists are always looking for expert commentary and ideas from specialist experts so offer your expertise whenever you can. Speak to your marketing team or reach out to relevant industry journalists and make yourself available for comment related to an area of expertise that reinforces your personal brand.
- ✦ **Always be available to network:** networking within your special sector or area of expertise is a great way to get you noticed. Get out to as many events as possible, and ensure you always have a business card at the ready to help build your personal brand.
- ✦ **Find & join groups:** Facebook and LinkedIn both offer thousands of opportunities to join groups focused on specific industries or topics. Use the search bar on each network to find groups that are linked to your specific area of expertise. Keep in mind that industry groups may be overcrowded with your competitors, so smaller, topic-based groups may be more fruitful in terms of reaching your audience.

Things to remember



- ✦ **First impressions count:** whether you are attending an interview, a networking event or a black tie dinner, it is important to remember that first impressions are crucial. Enhance your personal brand by making sure you present yourself in a way that is appropriate and that you exude confidence whenever you are out in public.
- ✦ **Remember to express your personality:** people remember interesting people, so make sure you show your personality in some way. Some do this through their clothing, others by the conversations they have. Just remember that in order to build your personal brand, people need to remember who you are, for the right reasons.
- ✦ **Negative personal brand:** it is important to ensure that you are building a positive brand for yourself. Building a negative personal brand could impact your career, and may cause you problems the next time you choose to move roles.
- ✦ **Keep your brand consistent:** Probably one of the most important things to remember is to keep your brand consistent.

What next?



Take a look at the rest of our candidate resources section. Alternatively, you can get in touch with one of our expert team for more advice by calling:

East Midlands | 01332 542580

Leeds | 0113 243 9775

Liverpool | 0151 224 1480

London | 0203 741 8189

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