

What in the world is Personal Branding?

by Orla McGrath on July 3, 2013 in Temp Advice

Personal Branding is a huge trend currently in the jobseeking universe, but what does it involve?

Developing a personal brand, what does that even mean? Well according to Lisa Quast in Forbes, it involves formulating a strategy to differentiate yourself in the job market. So here's how one apparently goes about this:

Who are you? What do you want?

No this isn't a line from a horror movie, this is an intro to career guidance. The first step of creating a personal brand is to think about what you want from life and set out a clear list of achievable goals and objectives. Reach for the moon, but outline the baby steps you will need to take to get there.

The lives of others..

Study the professional paths of those people you aspire to, how did they get their break? As a temp, you can form invaluable contacts and you have a unique chance to study the workplaces and careers of those in your preferred field. Use every opportunity. A cheap and cheerful personal marketing idea is to create some affordable business cards like these to give to people you work with or meet along the way. The more distinctive the better.

Powers of Perception

Think about how people currently perceive you and ask yourself how you would like to be perceived. Make it happen. Act like the version of you that you want to be and use that confidence to rise up to your desired level. Additionally ensure that your [online profiles](#) reflect the image of you that you want to convey.

Time to plan

Plan your route to the top including specific details of which social media tactics you will use and always remember that it is crucial to sync everything. Your profile picture should resemble what you actually look like and you should use the same one on all sites. We have some tips on profile pics [here](#). Another tip is to keep track of all your experience so far. You never know when you'll need to use the same skills again. Finally get your CV updated and give it an injection of style and individuality. Make sure everything connected to you reflects exactly what you want it to, right up to your email address- xdlloverbertpattinsonx@hmail.ie (not real address) does not exactly suggest a desirable contact.

So is creating a "personal brand" worth it? Whilst it may seem frustrating to live in a world where everything including your employability is marketed as a product, there are positive aspects to the idea of personal branding. Streamlining and organising your social media is beneficial to any job search and it can be a clarifying and eye-opening process to reassess your aspirations and actively pursue them. The results should be a defined personal brand which makes you a recognised expert in your field and differentiates you from the competition. Be brave, unique and know your strengths.

So why don't you give it a try and let us know if you get any results! You can start by creating a detailed profile of your accomplishments on Tempity [here](#).

