Creating a Memorable Career Brand

Direct Marketing Association of Washington February 11, 2021





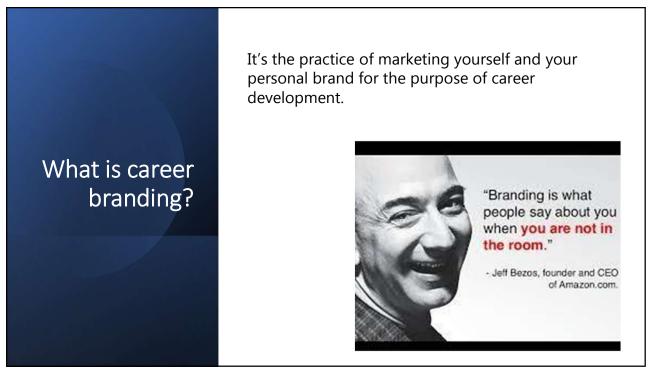
Who am I?

- Former recruiter, now a Certified Career Management Coach
- 22 years of experience recruiting in direct and digital marketing, including where it intersects with the fundraising sector
- I guide professionals at midcareer and beyond to successfully navigate the challenges of a job search or career pivot

By the end of this webinar, you will understand:

- What is career branding
- Why it's important to cultivate it
- Strategies for showcasing it
- Free and low-cost tech tools to help you get started



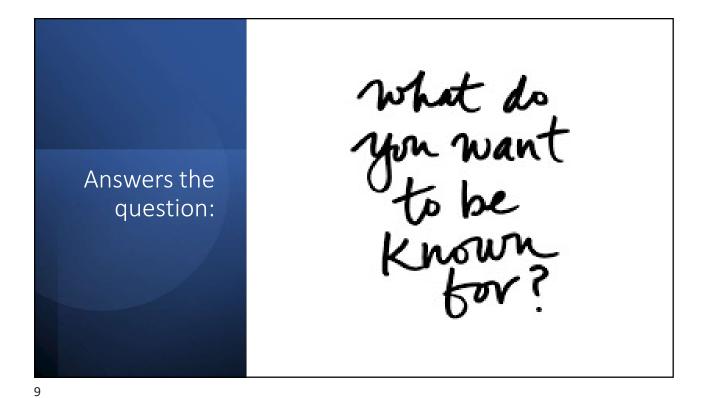


What is a career brand? How you represent yourself verbally, visually, online, in writing-- the mental real estate you hold in the minds of others What you're known for--your reputation in your industry What you stand for—values, character, passions What makes you special & stand out from the crowd (hard skills and soft skills)

What is a career brand?

- The collection of the traits people associate with you when your name comes up in conversation, appears on an email, or on a conference program.
- How you present yourself in meetings, at conferences, when you're networking, in a job interview, on your resume and LinkedIn profile.







Whether you know it or like it, you have a brand

So why not show it off in a creative way and actively curate it?

Importance of career branding

We are all CEOs of our own companies: Me, Inc. To be in business today, your most important job is to be head marketer for the brand called you.

(Tom Peters, from his book "The Brand Called You")

Characteristics of a powerful career brand

Clear and concise – Be clear about who you are and what you offer

Authentic – Be true to yourself. Let your uniqueness shine!

Differentiated –Focus on what makes you special

Value-driven – The problems you solve and the impact you make

Consistent -- Across all platforms

Constancy -- Don't disappear for months on end and hope that people remember you

Targeted – Visible to people with whom you want to build and nurture relationships

Benefits of a well-curated career brand

- Helps you highlight and be recognized for your "wow factor", the one thing you can deliver unlike anyone else
- Allows you to align with your core values which enables you to tell your story with greater confidence and better advocate for yourself
- Make you more promotable and more likely to be tapped for projects and leadership opportunities that build your brand
- Keeps you front-of-mind for the best job opportunities throughout your career journey

Benefits of a well-curated career brand

- Positions you as an industry leader so you can attract more clients
- Be viewed as more attractive to recruiters
- Better advocate for yourself
- Increase your earning potential
- Future-proof your career

Uncomfortable with selfpromotion? "If I talk about myself, people will think I'm bragging" "It ain't bragging if you done it." ~ Dizzy Dean



Know yourself

- Connect with your "why"
- Know your strengths
- Own your differences/know your niche
- Target: Know your audience



Understand how you're already perceived

Explore whether the way you think about yourself and how you want to be known is consistent with what others think about you when they hear your name.

Understand how you're already perceived

- Conduct a 360° survey to get a portrait of your professional reputation
- Invite input from clients, partners, vendors, friends, family, colleagues, managers, employees, members of professional organizations, professors, etc.
- Try for multiple people from each category and be sure to include people you don't know well
- 2 methods: DIY or web-based

Sample Questions:

- What's the general perception people have of me?
- What makes me stand out from my peers?
- What do you think are my 3 best qualities?
- What could I do differently that would have the greatest impact on my success?
- Who needs to know me so I can reach my goals?
- What's my superpower—the thing I do better than anyone else?

22

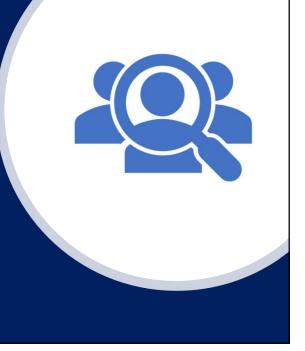
Do-It-Yourself

Example: 360Reach

Cost: Free for 15 days and summary branding report; \$50 for 45 days and a more detailed report.

Detailed results include:

- Top 10 brand personas and leadership competencies
- Strengths and weaknesses
- Responses to projective questions:
 - If you were a type of car, what car would you be?
 - If you were a breakfast cereal, what cereal would you be?
- Breaks out responses by category of respondent
- Self-survey comparison



Online tools



• Less awkward

Advantages:

- Takes less of your time--you compose an email, provide them the email addresses, and they take care of the rest
- Anonymous, which helps to get more people to respond
- They compile the data and provide a report







It's also the answer to the question:

Tell me about yourself…



Elevator pitch examples

"I'm a marketing consultant who helps businesses and individuals build and promote memorable, long-lasting brands."

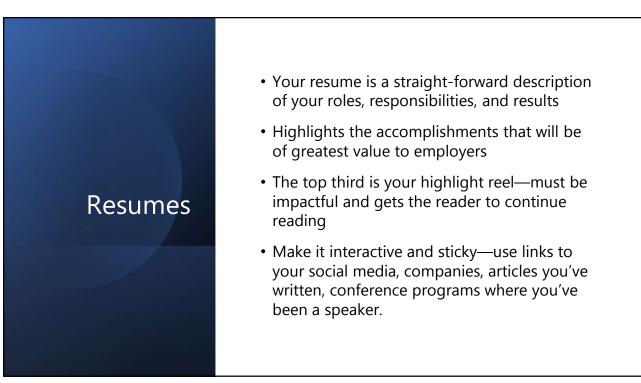
"I'm a digital fundraising professional who helps nonprofits more effectively use paid digital advertising to increase donor acquisition and reduce cost per acquisition.

"I'm a career coach who helps professionals at midcareer and beyond to successfully navigate the challenges of a job or career transition."



Consider where it'll be on display

- Resume-highlight your accomplishments
- LinkedIn profile—make it personal
- Networking
- Job Interviews
- Conferences
- Industry blogs & newsletters
- Other social media platforms



Your LinkedIn profile

LinkedIn offers you the opportunity to differentiate yourself by digging deeper into your story and telling it in a more personal way.

- Make your profile about "who" you are, not "what" you are.
- Focus on your soft skills
- Show off your authenticity
- Share a point of view on the challenges facing your industry and how you can leverage your skills, abilities, etc. to address them

LinkedIn: Your headline

- Avoid using your job title. Instead, focus on your value
- Keep it consistent with the brand you're building

Example:

Title: VP Digital Marketing

Headline: Seasoned Digital Marketing, Social Media, and Brand Strategy Executive

LinkedIn: The "About" section

- Avoid rehashing your resume—all of that belongs in the "Experience" section
- Capture who you are, not just what you've done
- Share something that might spark the reader's curiosity, e.g., how you were transformed by an experience
- Talk aspirationally about where you're going and what you want to do going forward

LinkedIn:

The "Experience" section

- Don't cut and paste your resume
- Be a little less formal and a little more personal
- Incorporate your branding
- Always focus on your accomplishments (how you helped your employer make money, save money, or increase efficiency)

Professional portfolio

- Personal website
- Bring your brand to life
- More interactive than a resume and a more visual place to showcase your work

Start sharing!

- Set up a regular schedule
- Make it a habit
- Keep it simple: re-tweet, re-purpose, and re-post
- Occasionally write your own content
- Keep track of articles by saving them in apps like Evernote, Pocket, OneNote, and Google Keep
- Post simultaneously to multiple platforms

	Strengths		
	Clifton Strengths Top 5	\$20	Summary report
	Clifton Strengths 34	\$50	
	High5	Free \$50	
Resources	Values & Purpose		
	Personal Values Assessment	Free	
	Values in Action	Free \$19 \$49	
	Personal Branding		
	<u>360° Reach</u>	Free \$50	Free for 15 days; \$50 for 45 days

	Resume Builders		
	<u>enhanCV</u>	Free & Paid	
	Resume.com	Free	
	Resume Genius	Multiple Options	
Resources	Hashtag Checkers		
	LinkedIn Hashtags	Free Chrome Extension	Counts followers of LinkedIn hashtags
	HashTest	Free Chrome Extension	Realtime hashtag testing
	Self-Sabotage		
	Positive Intelligence	Free	Gain awareness of the ways you might be sabotaging yourself and your career

For more information, contact:

Jeff Rothman Certified Career Management Coach o 216-591-0600 m 216-382-0625 jeff@RothmanCareerCoach.com www.RothmanCareerCoach.com ROTHMAN CAREER COACHING Do Something Great!