

Personal Brand Guide for Job Seekers



A handy checklist
for job seekers
to define their brand
and stand out amongst
the competition



RESEARCH, DEFINE & EVALUATE

- Core values and purpose
- Your strengths and area of expertise
- Ideal employer
- Your niche
- Your elevator pitch
- Your industry
- Your past wins



BRAND IDENTITY

- Does your LinkedIn profile match your resume?
- In what ways do you like to communicate?
- Do you use the language and preferences of your targetted industry?
- Do you volunteer? Sit on boards?
- How do you employ storytelling?



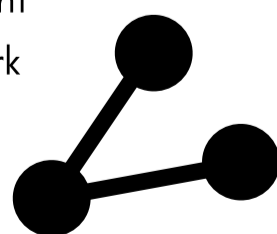
CONSIDER THE C'S

- Consistency
- Creativity
- Clarity
- Credibility
- Confidence



BRAND INVENTORY

- **Personal Brand Website** - Bio, mission/values, your story -why you do what you do, examples of work, thought leadership writing and videos, testimonials
- **Professional Headshot** - With background, without, close up, etc.
- **Professional Social Media** - Secure all the handles you will use and post regularly
- **Resume** - Different versions based on the type of work you want
- **Cover Letter** - Creative, engaging, specific to the type of work you want
- **Networking** - Speaking, training, professional development
- **LinkedIn** - Nicely branded, shows your active, engaging, up to date
- **Error Free** - Carefully review all materials (checked for errors and consistency)



LET'S BRAND YOUR BRILLIANCE.
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