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**Three Simple Steps To Personal Branding!**

**By Ann Baehr**

INTRODUCTION

Too often jobseekers send out resumes without a focus or message that speaks to the reader. They include all of their jobs going back many years with an extensive list of job responsibilities. What they fail to do is convey their unique personal brand or value proposition to a hiring manager that clearly demonstrates what it is they do best - even better than anyone else!

When you think about a product, what comes to mind? It is the look, feel, smell, performance, quality, or low cost? Whatever it is, that is what sets it apart from similar products and is probably the one area the company aggressively promotes about the product. The same is true when setting yourself apart from other jobseekers in your field. Why should a company choose you when they have ten other candidates with similar career paths?

If you know the answer to that question, then that is your personal brand! If not, then you need to find out what it is! Here are some simple steps to get started:

**STEP 1 - Research Your Personal Brand**

Conduct a marketing survey to ask friends, family, and past co-workers what they think of you on a personal and professional level. You might be surprised at the responses - good and bad! For this exercise, we are going to focus on the positive.

**STEP 2 - Define Your Personal Brand**

Here are a few general examples to help you translate the feedback to your personal brand (parenthesis):

Workaholic (hardworking, determined, ambitious, driven)

Always busy doing something (project oriented; multitask oriented; energetic).

Someone to turn to when advice is needed (good listener with consultative skills; problem solver).

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Someone to count on in a pinch (reliable; team player).  
Frugal; knows how to stretch the mighty dollar (budget conscious).  
Handy around the house and in the yard (technically or mechanically inclined; good with tools).

### STEP 3 - Market Your Personal Brand

Okay, you're probably wondering what you are supposed to do with the information once you have it. For starters, you can apply it to your resume because that is your marketing tool!

Step 2 gave general examples in various areas. However, if the responses reveal a common thread with the same qualities listed from nearly everyone you surveyed, you can start building on that personal brand.

Let's say one of the areas most noted in your survey was "always busy doing something" which

translates to "project oriented," you can decide if the position you are seeking requires that skill set. If it does, then you need to think back to all of the positions you've held involving special projects that went beyond the daily routine, and list the best ones. Be sure to show how you managed all aspects of the projects. Don't just list the project name.

Then you can target a project-oriented position in almost any field as long as you can show your interests and skills that conveys you are either qualified or positioned to transition to that type of role.

For example, if you are seeking a construction site project manager position or an IT project management position, the focus of your personal brand message should start with the job title, prominently displayed: PROJECT MANAGER . . . followed by a great Career Profile . . . followed by a keywords category to show the reader that you are indeed about project management. Somewhere under Professional Experience, you should take it to the next level by emphasizing you projects under a Project Highlights section.

Keywords could include project management, team leadership, crew scheduling, budget control, inventory control, purchasing, equipment installation, systems integration, regulatory compliance, performance measurement, quality assurance, etc.

Using this branding technique will help you to connect with the reader. The exercise will also help you to decide what you really want to do and will prepare you for interviews.

Ann Baehr is a CPRW and President of Best Resumes of New York. Notable credentials include her former role as Second Vice President of NRWA and contribution to 25+ resume and cover letter sample books. To learn more visit

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**Stop Branding Your Products and Start Branding Yourself!**

**By Wild Bill Montgomery**

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Branding has power. Real power. A power that you can measure. But for those of us who have the dream of creating our own Internet Empire from our home cubicle or kitchen table, the Real Branding Power comes not from branding your business or product, but from Branding Yourself! Branding "You" (a phrase borrowed from Rick Beneteau) is a power that you can't afford not to understand and use.

"Branding Yourself" is the application of certain techniques which will help you gain popularity on the Internet by making yourself well known, maybe as an Expert in your field. When people recognize you as an expert you will gain popularity by means of more free publicity than you can imagine. Picture seeing an article written mentioning your name as an authority on Marketing or mentioning you for nothing more than quoting something you said. The point I'm trying to make is that you are seen as an Authority or better put, a "Personality". Now, try to fathom thousands or even hundreds of thousands of people seeing you in the same light. This is what successful Self-Branding is all about. You don't need to necessarily be an expert. You just need to be seen, heard and talked about.

How do you Brand Yourself? There are many techniques and methods, but it can be as simple as a hidden personality trait, a nickname (maybe something like "Wild Bill"), or helping others by consultation or assistance. You must look for ways to literally become a Celebrity in the eyes of the world or at least a small, select part of it. It could be by getting your name known as the "guy/gal who had the answer or made the comment". Is that all there is to it? Of course not.

The one thing I am slowly and surely learning about marketing on the Internet is that you have to build a name for yourself before people will trust you and trust your products. Trust is a big issue on the Internet. Can you blame people? The Internet is overrun

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with rip-offs and fast-talking scam artists. Their whole existence is centered on the sole pursuit of relieving you of your money for a product with lots of promise and no result.

I recently purchased a book by Rick Beneteau, called "Branding You and Breaking the Bank". Now you might think that Rick had some kind of big money backing him. "Sure", you say, "that's the only way to get into the big time". Well, let me tell you Rick started out a few years ago from the very bottom. The one thing that he understood that many of us don't, is that you must Brand Yourself, whether it's as an expert in marketing or the guy next door who'll help you out with a problem. But, one thing is for sure; Rick knows how to do it. Would you like to learn more about Personal Branding and how to get your name known and respected? Learn how to get thousands of dollars worth the free advertising?

Is this a recommendation for a product? I have to say, without a doubt "YES"! But I am so thrown back by this book, that I simply had to write an article around it. Many of you may have read some of my articles, and I know that some of you read them religiously (thank you very much). Those of you that do, know that I do not write articles supporting products in this manner. I may have mentioned a product in the process, that's part of the Biz. But, I cannot stress enough the importance of "Personal Branding". I wholeheartedly support and recommend Rick's Book, "Branding You and Breaking the Bank".

This Powerful new book puts YOU on the fast track to becoming an Internet Celebrity. Not only does Rick teach you step-by-step how he did it; he also asked many of the top Internet personalities to share their success secrets with you. If you're at all serious about achieving success on the Internet, you need to start Branding YOU and Breaking the Bank!

Do yourself a favor. Check It Out!

I'll be e-Seeing you Soon

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