



FIRST PENGUIN
COACHING

Create Your Personal
Brand to Achieve
Career Success!

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Personal branding is what others say (or don't say) about you when you're not in the room.

Gina DiNovo Stader



Congratulations on investing in your professional self by taking advantage of this personal branding resource on the pages that follow.

I am an ICF certified coach, speaker, and facilitator with a mission to advance the professional development of others.

Throughout my career, I've learned that it's very important to communicate your unique value proposition in a clear and concise way. You need to communicate this message both in person and digitally.

Whether your goal is to move into a leadership role, to get promoted, or to become a thought leader, personal branding helps you build credibility and trust with your target audience.

I always encourage clients to focus on progress – not perfection – when creating your personal brand. Your brand will change and morph as you move through different stages of your career.

If you're interested in learning how coaching can help build your personal brand or if you want information on my workshop offerings, please email: gina@firstpenguincoaching.com to schedule a complimentary consult.

To begin, begin!

Understanding Your Unique Value Proposition to Build Your Personal Brand

02

Every individual offers a unique combination of experiences, skills, strengths, and interests. Recognizing and articulating this combination is key to defining one's unique value proposition – or personal brand. This is what sets you apart from others – your differentiators.

Having clarity about these unique offerings can significantly impact one's career. It helps others understand the value that you bring; it helps your audience (and decision makers!) connect the dots.



Key steps to defining your unique value proposition include:

01

Self Reflection

Reflect on your past experiences, achievements, and projects. What patterns emerge? What accomplishments are you most proud of? What moments stand out?

02

Skill Assessment

Identify your core competencies. What can you do better than most? What comes easy to you? Consider both hard and soft skills.

03

Passion and Purpose Alignment

What drives you? What are your values? Understanding what you're passionate about can help refine your unique value proposition

04

Identify the Need

Recognize the gaps in your industry or field. How can your unique offering satisfy these needs? What problems do you solve? What are your audience's pain points?

3 Ways to Assess Your Skills & Strengths

01

Take an Assessment

A great step in self-awareness is to take an assessment. If possible, this data is most beneficial when you review it with an objective individual. One of my favorite tools for discovering language that articulates your natural talents is CliftonStrengths. You can purchase your top 5 strengths or all 34 strengths ranked in order.



02

Consider Past Feedback..

Another way to identify your strengths and skills is to review past performance reviews and what former managers have said about you. If you are (or have been) in a client facing role, review past testimonials or LinkedIn recommendations. As you read through this feedback, find language that you can use to incorporate into your personal brand.



03

Circle of Trust Exercise

Ask five people who know you well what they think are your top strengths. This group can include family, friends, former managers/leaders, clients, mentors, etc... You will most likely see some patterns emerge and be able to use this feedback for personal branding.

PERSONAL BRANDING SELF-REFLECTION QUESTIONS



Use these questions to reflect on stories and experiences that will help you build your personal brand.

Share 2 or 3 accomplishments where you felt most energized?

1.
.....
.....

What expertise do people seek from you?

2.
.....
.....

Which projects, initiatives, and tasks are you naturally drawn to?

3.
.....
.....

Share an example of a time that you've been recognized for outstanding work. What was the impact to the team and/or organization?

4.
.....
.....

Create a Personal Branding Statement



After you determine the skills, strengths, accomplishments and experience that you want to showcase, you can create a personal branding statement. This statement or short paragraph allows you to communicate your value in a clear and concise way in person and digitally. Think of this as your 30 second commercial or elevator pitch.

TMAY Framework



Taken from Lindsey Pollack's book, *Recalculating: Navigate Your Career Through the Changing World of Work*, this three part answer to the common "tell me about yourself" interview question is a perfect way to structure your personal branding statement.

Here's what I know how to do.

Here's what I'm interested in doing.

Here's how I can meet your needs.

Write your personal branding statement using this framework here:

Create a Personal Branding Statement – Take 2!



Here's another framework below to help you create your personal branding statement. As you experiment with this language, consider sharing your final statement with a trusted colleague to see how it lands.

I am a _____ (what I do, strengths)
who _____ (why I do it, passion, motivation)
for who _____ (what audience do you serve?)

My example: I am an ICF certified coach, speaker, and facilitator with a mission to advance the professional development of others for organizations who invest in their employees and leaders.

Write your personal branding statement using this framework here:



YOUR DIGITAL BRAND: CHOOSE A PLATFORM...

There are many platforms to choose from, so determine where your audience spends time and who will most resonate with your message.

I use LinkedIn because that is where my target audience is for the coaching and speaking services that I offer.

On the next page, I've listed a few tips to incorporate your personal brand into your LinkedIn profile.

There's much more to building your brand on a social media platform including creating content, gaining followers, and most importantly, providing value to your audience.

Other ways to communicate your brand digitally:

- Create a customized email signature that reflects your brand.
- Create a video background that showcases your unique value proposition during virtual meetings.
- Create a “walking deck” that you can share with your network and prospective hiring managers or decision makers.

4 Ways to Incorporate Your Personal Brand into your LinkedIn profile.

08

01

Banner or Background Image

- Customize your background image to showcase your personal brand. You can find free stock photos on a variety of websites and can customize by adding text onto them. Some LinkedIn users create a mock business card where other users choose an image that encompasses what they do and/or their personal brand. This small change allows you to communicate your personal brand while standing out from others.

02

Profile Photo

- When choosing a profile photo, consider what image you want to project. A working photo? A power pose? Whatever image you choose, make sure it's professional, high quality and the correct number of pixels. Also, make sure that it compliments and doesn't conflict with your banner image.

03

Headline – this defaults to your current title and can be customized. Here are two options to create your headline:

- **Narrative:** this option is where you would insert a version of your personal branding statement. You may need to edit for brevity and impact.
- **Core competencies separated by pipes:** This is another option that works to showcase your areas of expertise and top strengths separated by vertical lines. To create these lines, also called pipes |, press shift and the backslash key \ on your keyboard.

04

About Section

- You can use a longer version of your personal branding statement here. Make sure to catch the readers attention with your opening. You want them to click on “see more...” Make sure to address the following questions: 1. Who are you? 2. How can you help those reading your profile? 3. How can they contact you? Three paragraphs are a good guideline. Include keywords in this section as well as throughout your entire profile so that other LinkedIn members can find you for what you want to be found. Also, write this section in first person! This is less formal than a resume.



Want to explore how
coaching can help
you develop your
personal brand?

✉ Email me to schedule a 30 minute complimentary consultation.

Email gina@firstpenguincoaching.com