

FIRST PENGUIN  
**COACHING**

Create Your Personal  
Brand to Advance  
Your Career!

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Personal branding is the strategic process of creating how you want to be perceived by others.



Congratulations on beginning the process of creating your personal brand!

I'm Gina Studer, Founder of First Penguin Coaching and an International Coaching Federation certified coach and a workshop facilitator with a mission to advance the professional development of others.

Throughout many career transitions, I've learned that it's very important to communicate your personal brand in a clear and concise way. You need to articulate your unique value proposition 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 build credibility and trust with your target audience.

I 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 and life.

If you're interested in learning how professional coaching can help you create your personal brand, achieve your career and leadership goals, or if you want information on my workshop offerings, please email me: [gina@firstpenguincoaching.com](mailto:gina@firstpenguincoaching.com) to schedule a time to talk.

To begin, begin!

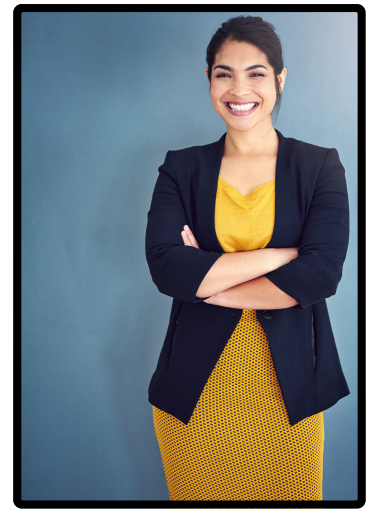
*Gina DiNovo Studer*

# Understanding Your Unique Value Proposition to Build Your Personal Brand

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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:

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### Self Reflection

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

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### Skill Assessment

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

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### Passion and Purpose Alignment

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

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### Identify the Need

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

# 3 Ways to Assess Your Skills & Strengths

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## 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.



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## Consider Past Feedback..

Another way to identify your top strengths and skills is to review past performance reviews, 360's, or what former managers or peers have said about you. If you are 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.



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## Circle of Trust Exercise

Ask five people who know you well what words they would use to describe you. This group can include family, friends, former managers/leaders, clients, mentors, etc. You will most likely see patterns emerge and be able to use this valuable 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.

**1. Share 2 or 3 accomplishments where you felt most energized?**

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**2. What expertise do people seek from you?**

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

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**4. Share at least one example when you were recognized for outstanding work. What was the impact to the team and/or organization?**

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# Create a Personal Brand Statement Option #1



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.

## T MAY 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:**

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# Create a Personal Brand Statement Option #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:**

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💡 **Another tip: Use ai to create your personal brand statement. Play with different prompts until you get something that is useful. Try out both <https://gemini.google.com/app> and <https://chatgpt.com/>**





# YOUR DIGITAL BRAND: CHOOSE A PLATFORM...

There are many platforms to choose from. 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.

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## 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.

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## 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. One best practice is to make sure 75% of this photo is of your smiling face. You want to build trust and likeability. Also, make sure that the picture compliments and doesn't conflict with your banner image.

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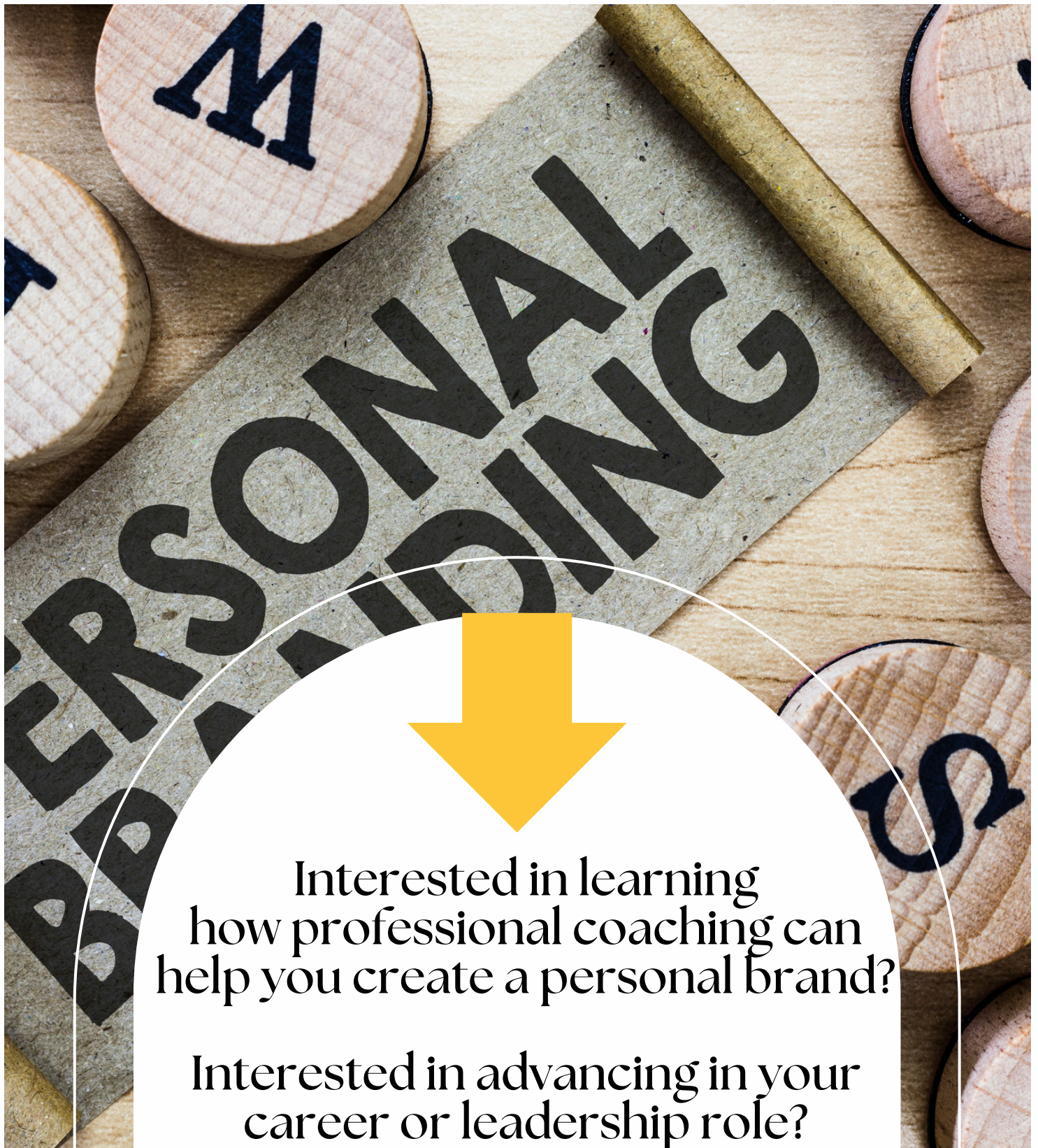
**Headline** – this defaults to your current title and can be customized. Here are two options to create your headline:

- **Narrative:** this option is where you would insert a version of your personal brand statement. You may need to edit for brevity and impact.
- **Core competencies separated by pipes:** This is another and more common 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.

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## About Section

- You can use a longer version of your personal brand statement here. Catch the readers attention immediately with your opening sentences. You want them to click on “see more...” 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, so feel free to add hobbies or special interests – this is another way to connect with your audience.



Interested in learning  
how professional coaching can  
help you create a personal brand?

Interested in advancing in your  
career or leadership role?

✉ Email me to schedule a 30 minute complimentary consultation.

Email [gina@firstpenguincoaching.com](mailto:gina@firstpenguincoaching.com)