

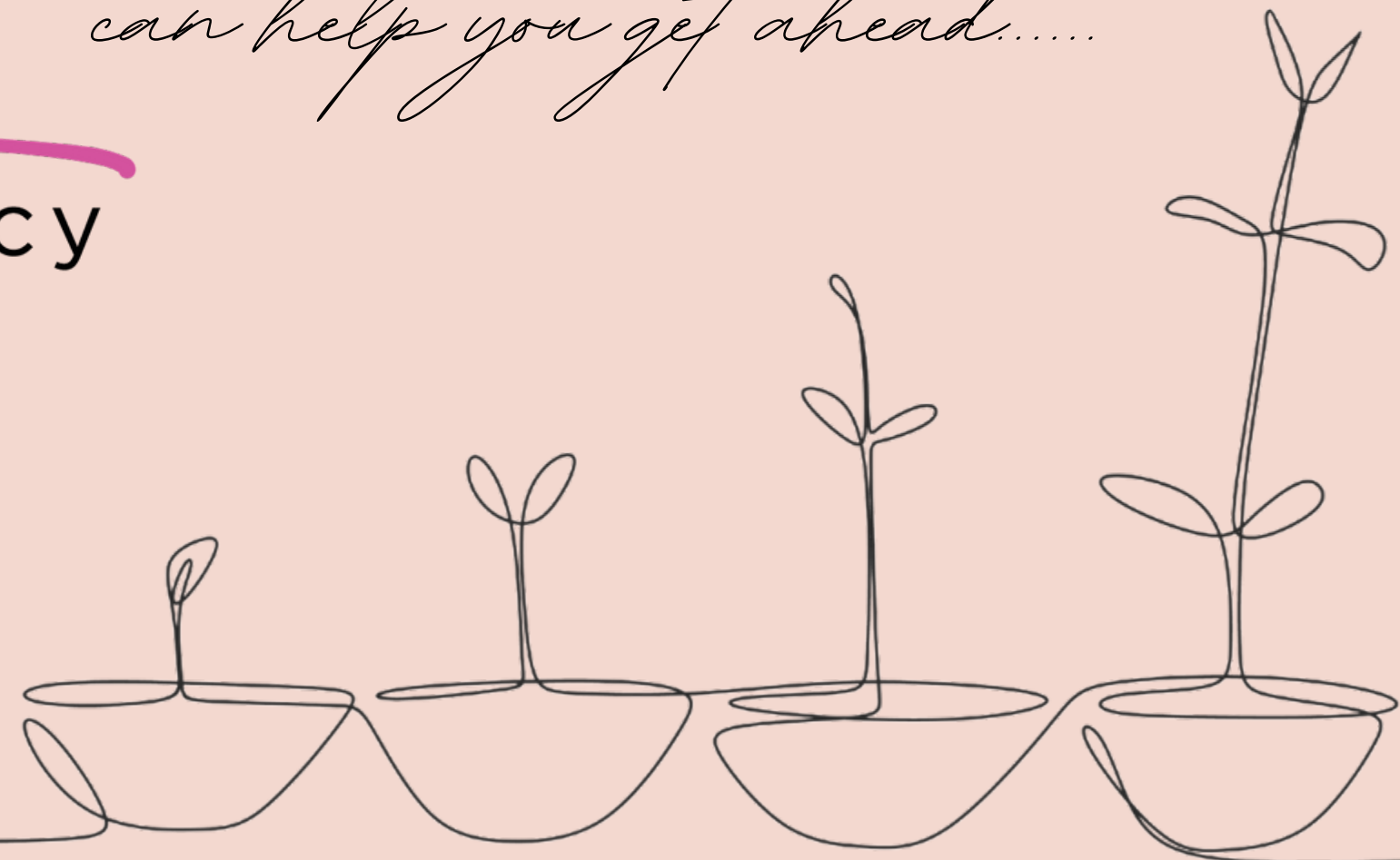


The Growth Agency

## PERSONAL BRANDING

*Why having a strong personal brand  
can help you get ahead.....*

[joanne@vybe-growth.com](mailto:joanne@vybe-growth.com)



# WHAT IS A PERSONAL BRAND?

*"What people say about you when you are not in the room"*

Jeff Bezos

- It's your story – it's what people think you represent, and what you stand for.
- It's the culmination of your values, your mission statement and everything you stand for.
- It is how you are represented ONLINE and OFFLINE

# WHY IS IT IMPORTANT?

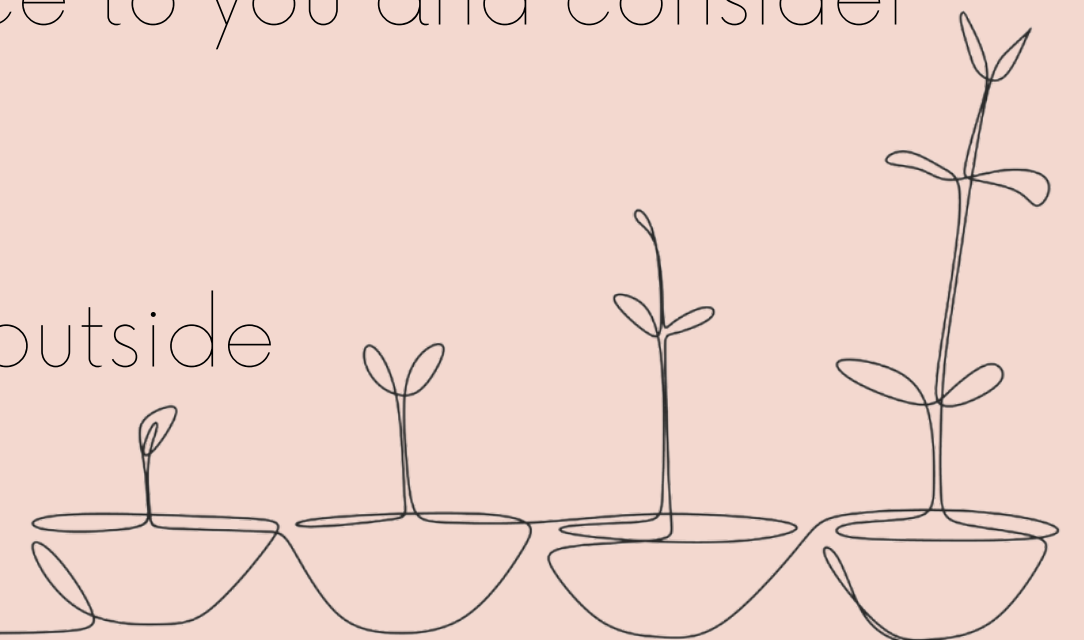
In an era of 'always on social media' - your social presence is critically important.

In 2018 - a survey showed that 70% of employers use social media to screen candidates during the recruitment process, and 43% of employers use social media to check on current employees.

The age old adage - 'Your reputation always precedes you'

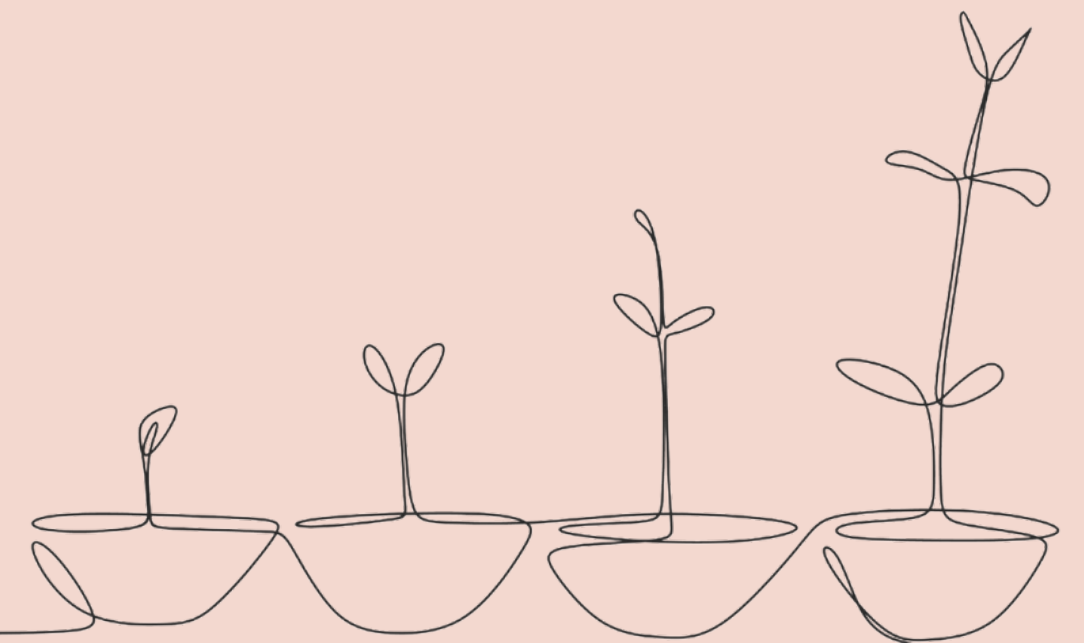
It's also about how people recommend you, make reference to you and consider you.

Building your network - both inside your organisation and outside  
WILL help you build your career.



# WHAT ARE THE CRITICAL ELEMENTS?

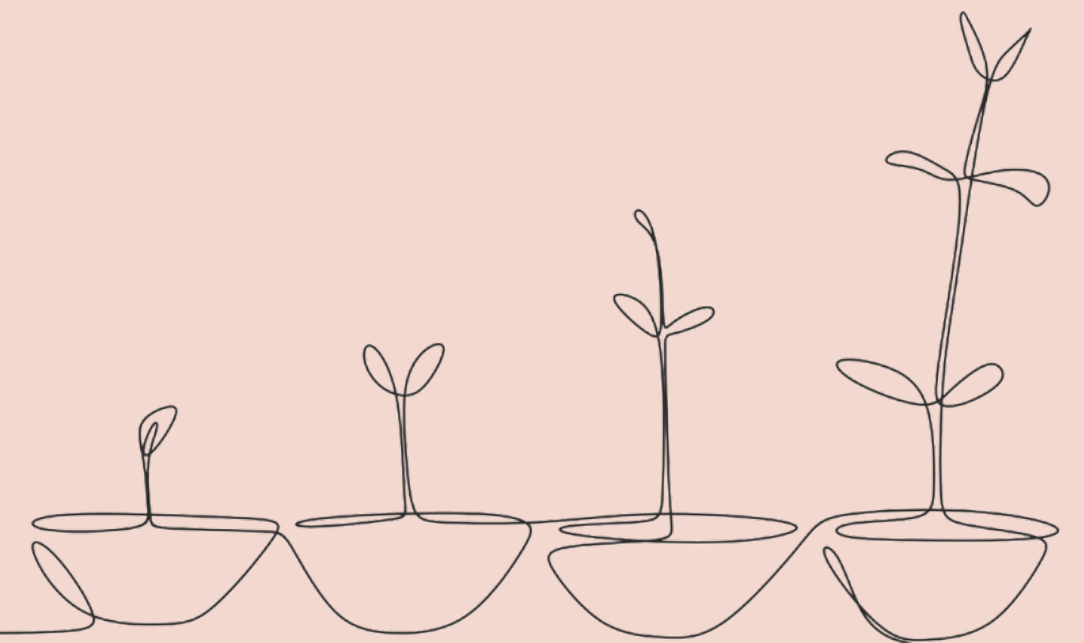
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**INTEGRITY** – It's about aligning every element of your life – your work cannot be separate to your personal values.

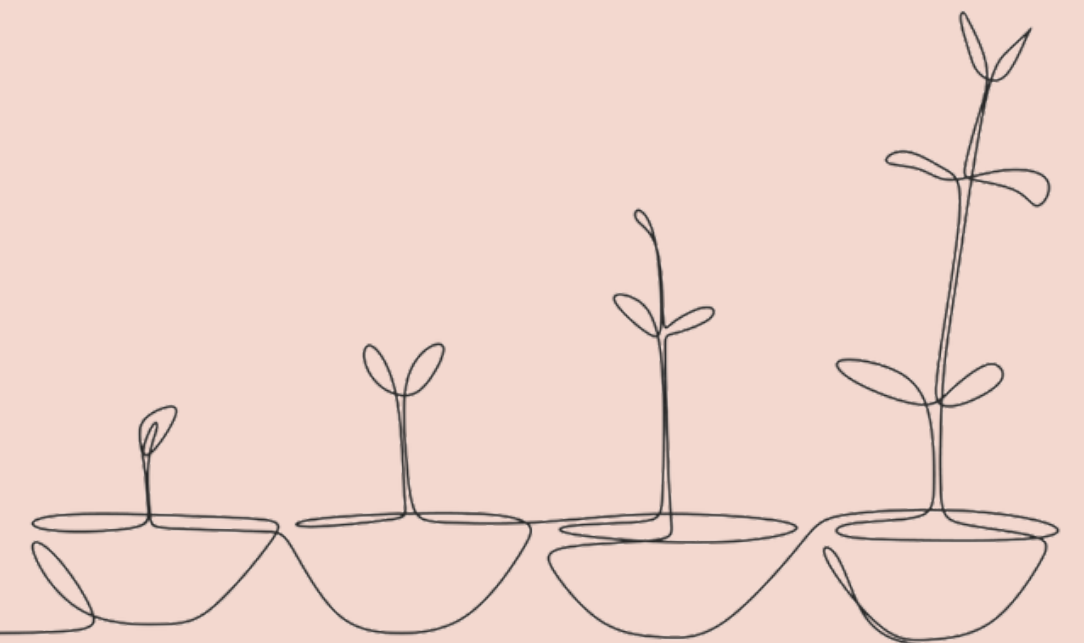


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**VALUES** – You need to be clear on your values – what do you stand for and why?  
What's your **MISSION STATEMENT**?



# VISION BOARD 2023



*My Values*  
Honesty  
Energy  
Freedom  
Achievement  
Meaningful work

*Consciously  
create*



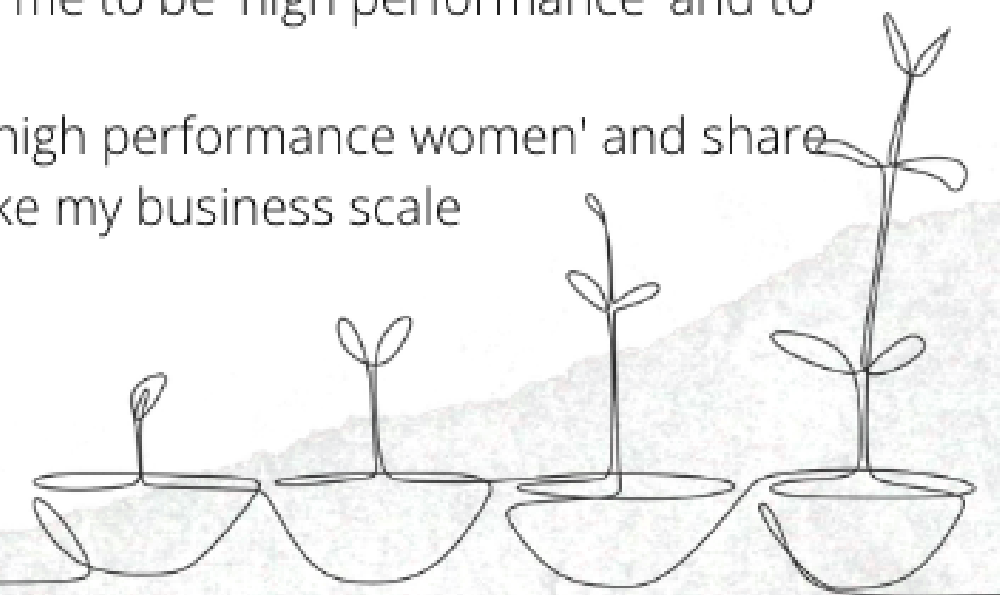
*Things that are important to me*

## *My Mission Statement*

To empower the people I work with - to encourage them to 'step of the ledge' and to consciously create - whether that be by helping them build their business or the life they want

## *My Development Tasks*

- To do a performance coaching qualification
- To explore what helps me to be 'high performance' and to keep my energy high
- To finish my work on 'high performance women' and share
- To work out how I make my business scale





# BUILDING YOUR BRAND

Define your values and mission statement - who are you, what do you stand for and what's important to you?

What do you want to be known for - can you define your niche?

Where are the gaps - can you walk the talk?

Your reputation will be based on delivery - make sure everything is aligned

Have you got a personal development plan?



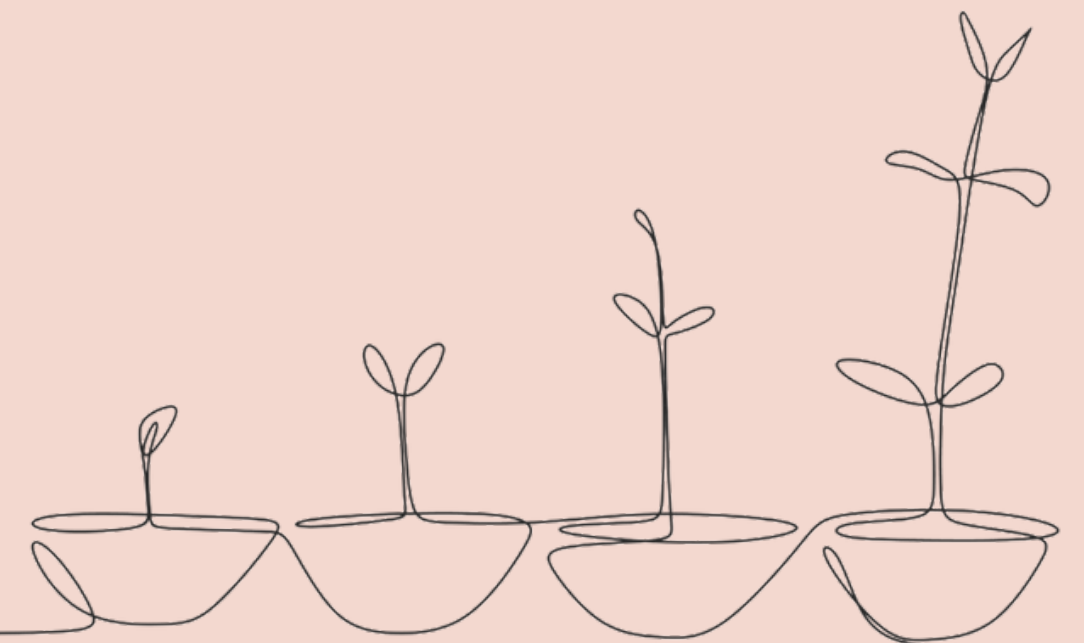


# PROACTIVELY MANAGE YOUR COMMUNICATION CHANNELS.....

When was the last time you googled yourself?

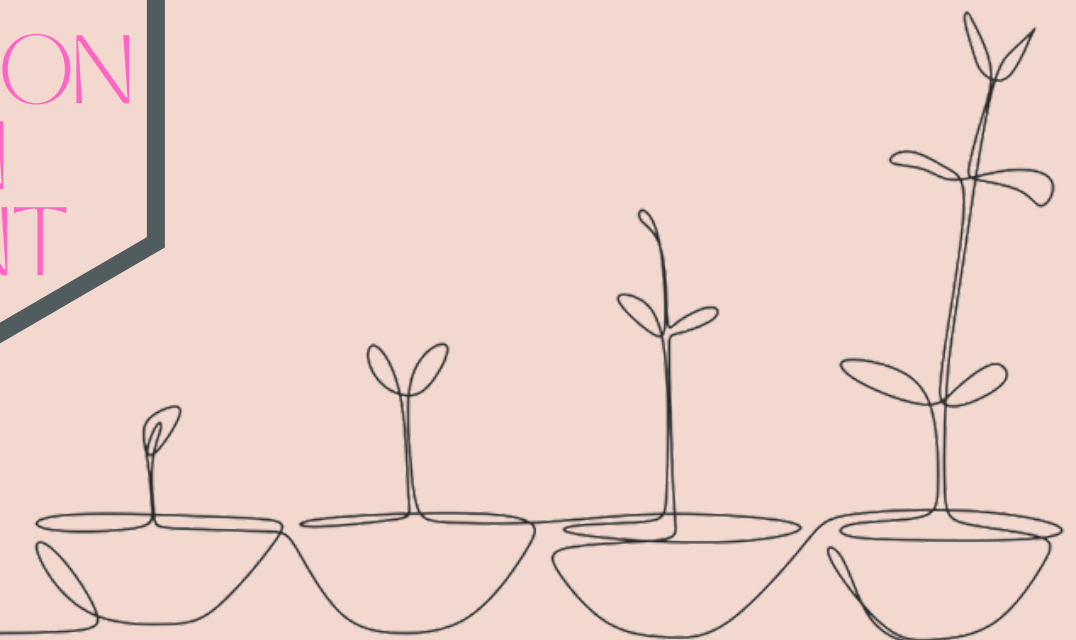
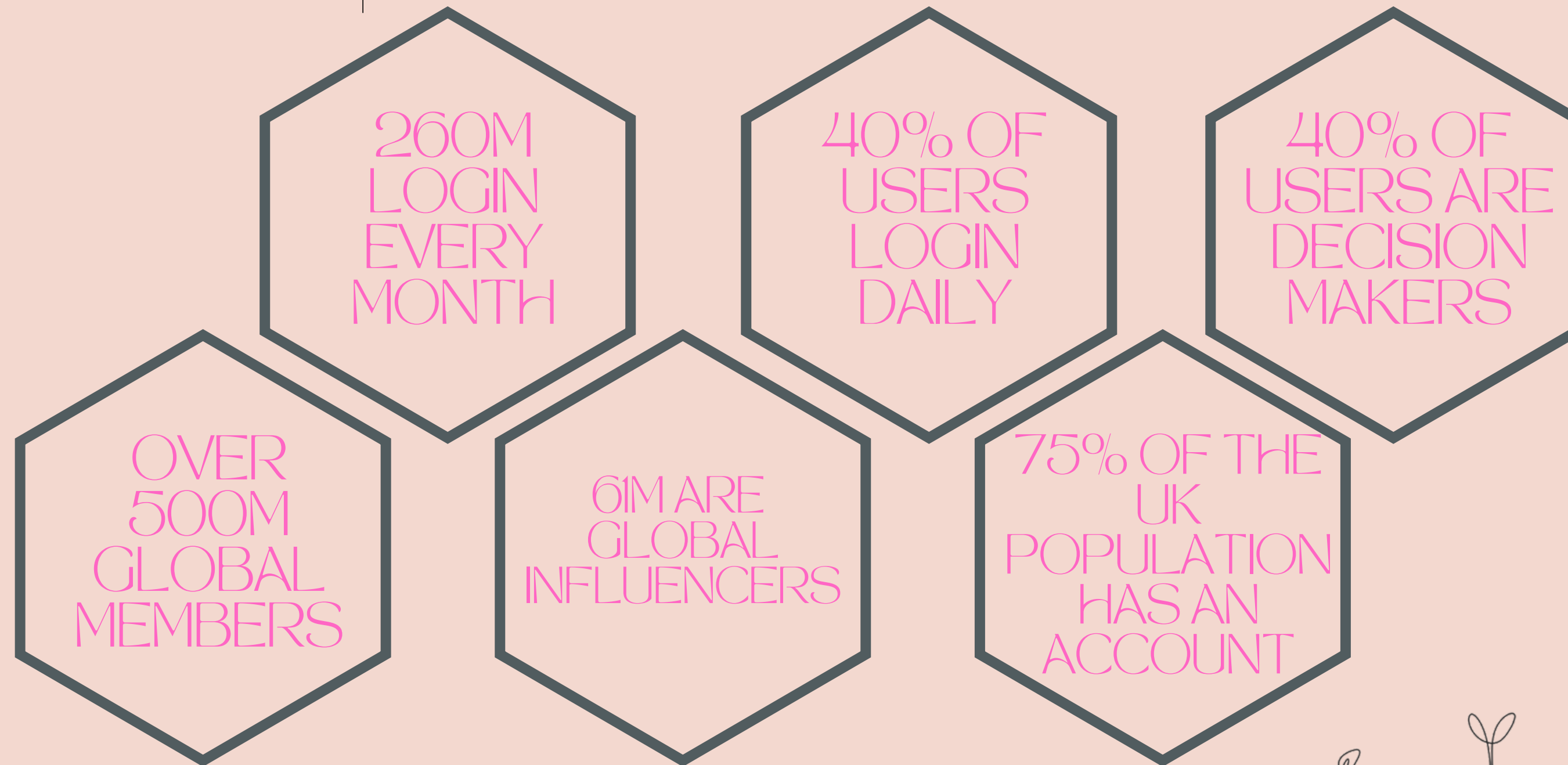
What does your online presence look like?

Take control.....have a plan



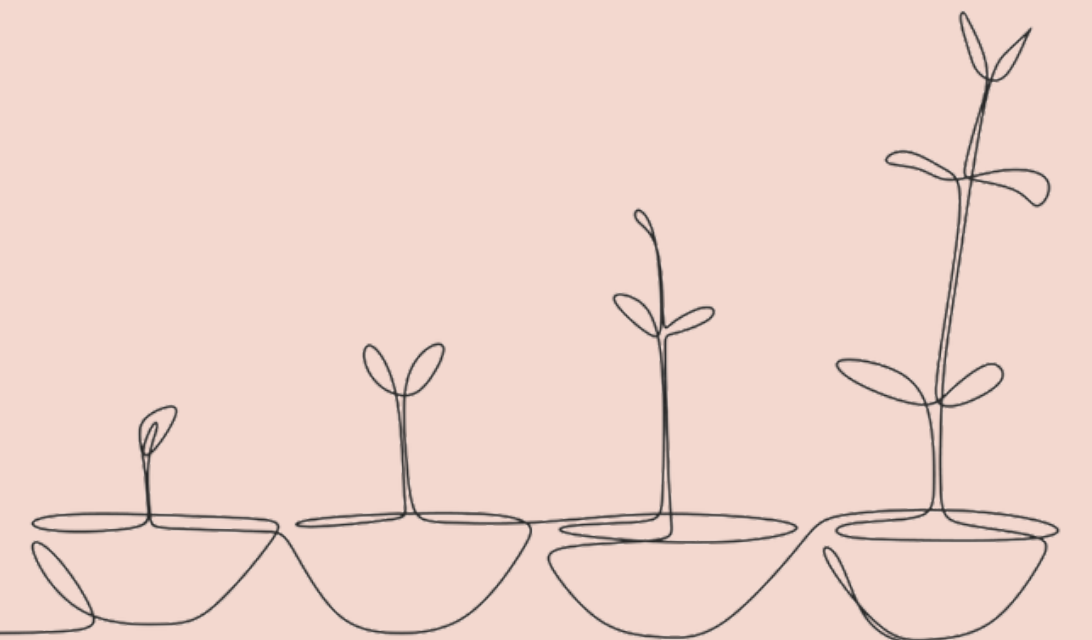
# USE LINKEDIN AS A TOOL

Why is LinkedIn so important?



# YOUR PERSONAL PROFILE

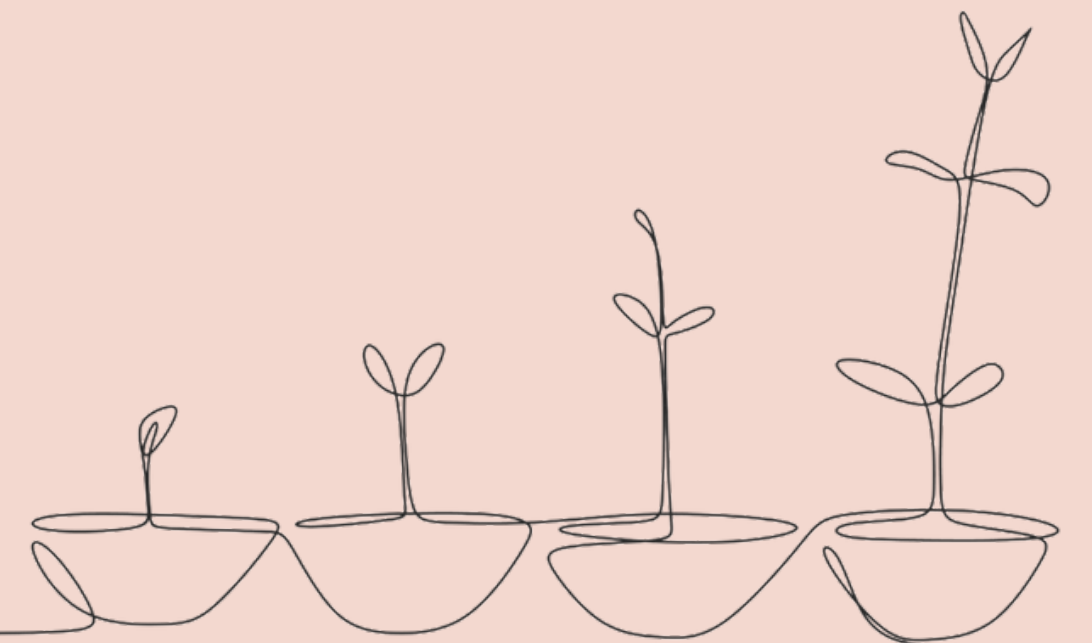
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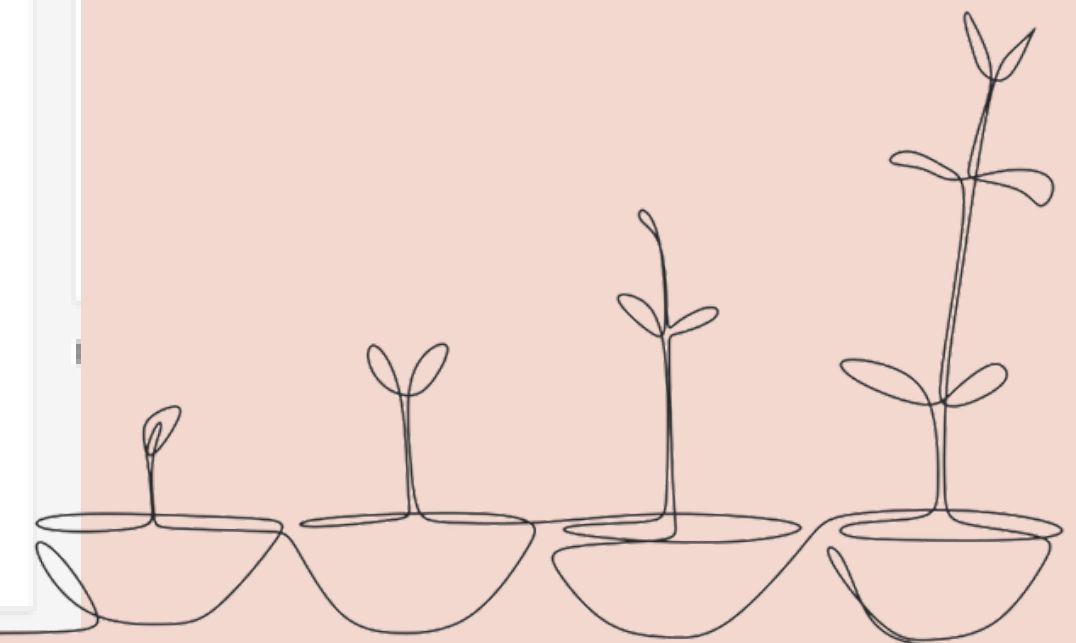
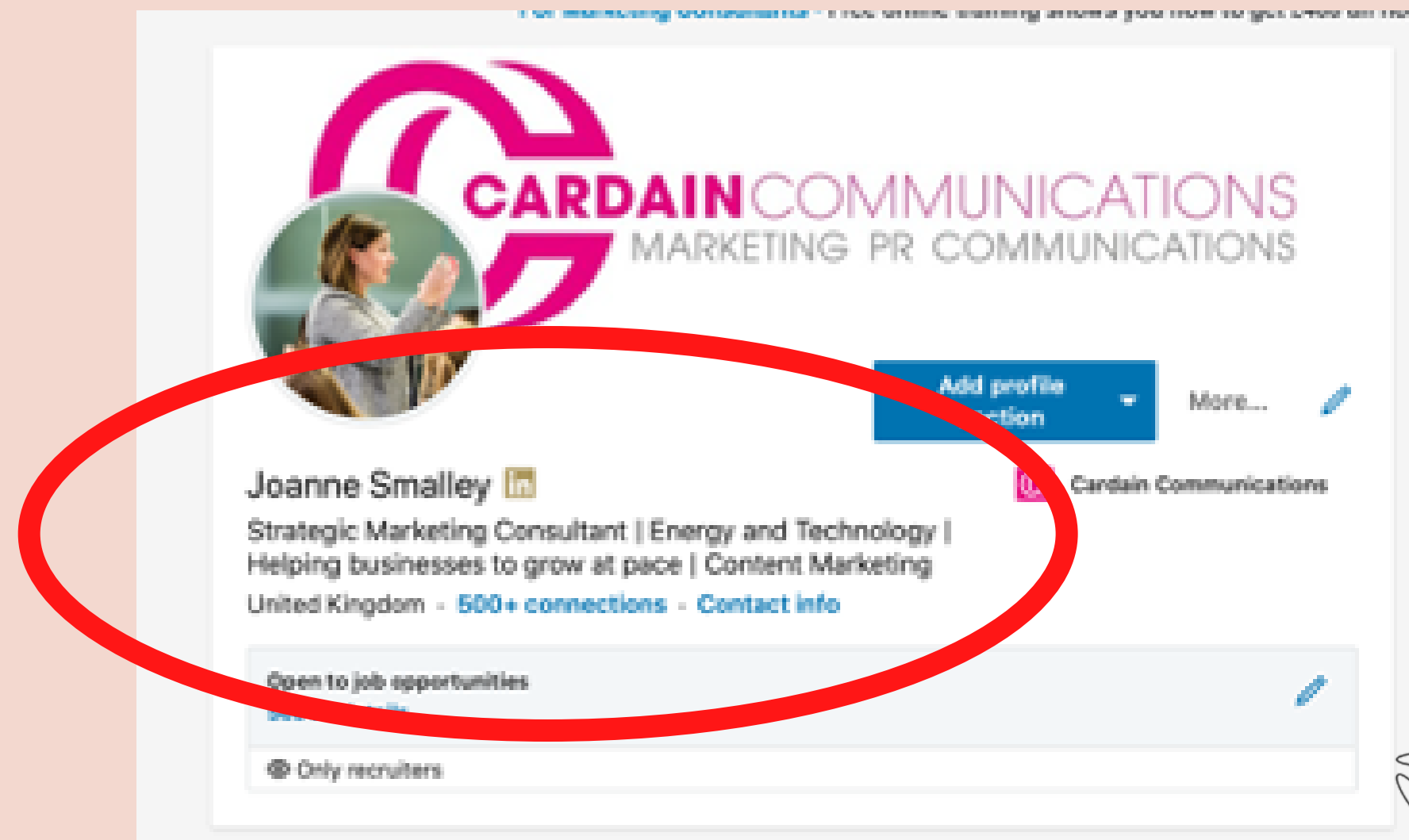
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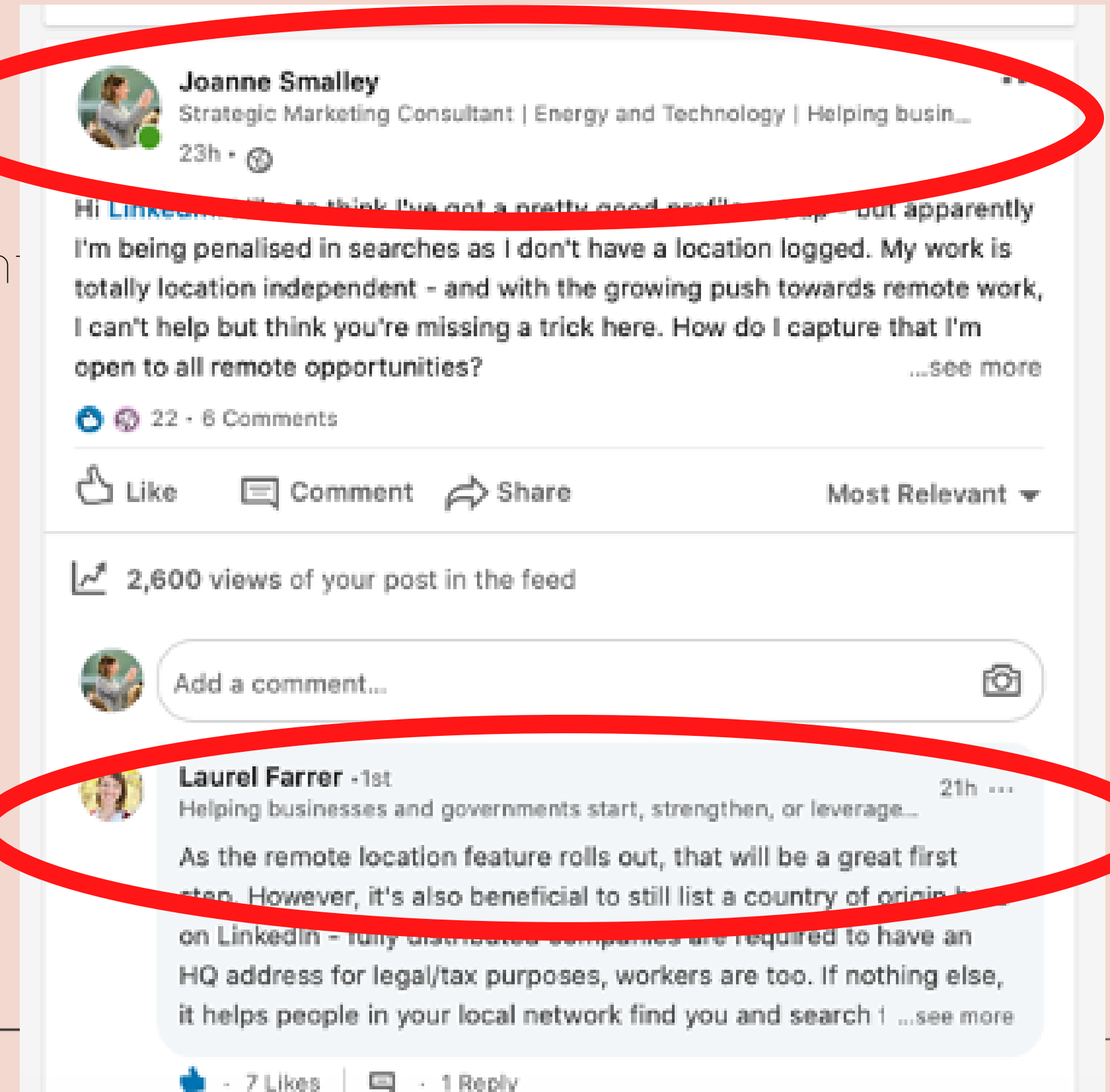
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# YOUR PERSONAL PROFILE

What KEYWORDS are you using?

Think about your headline - what do you want



The image shows a screenshot of a LinkedIn feed. Two red circles highlight specific elements: the top circle highlights the profile information of Joanne Smalley, including her name, title 'Strategic Marketing Consultant | Energy and Technology | Helping busin...', and the time '23h'. The bottom circle highlights a comment by Laurel Farrer, which discusses the importance of listing a country of origin on LinkedIn for remote workers.

**Joanne Smalley**  
Strategic Marketing Consultant | Energy and Technology | Helping busin...  
23h • 🌐

Hi LinkedIn, I think I've got a pretty good profile setup - but apparently I'm being penalised in searches as I don't have a location logged. My work is totally location independent - and with the growing push towards remote work, I can't help but think you're missing a trick here. How do I capture that I'm open to all remote opportunities? ...see more

👍 22 • 6 Comments

👍 Like    💬 Comment    ➦ Share    Most Relevant ▾

📈 2,600 views of your post in the feed

Add a comment... 📷

**Laurel Farrer** · 1st  
Helping businesses and governments start, strengthen, or leverage... 21h ...

As the remote location feature rolls out, that will be a great first step. However, it's also beneficial to still list a country of origin on LinkedIn - fully distributed companies are required to have an HQ address for legal/tax purposes, workers are too. If nothing else, it helps people in your local network find you and search 1 ...see more

👍 · 7 Likes    💬 · 1 Reply

# YOUR PERSONAL PROFILE

What KEYWORDS are you using?

Think about your headline - what do you want to be known/found for?

Header image and profile picture - to get more contacts/views





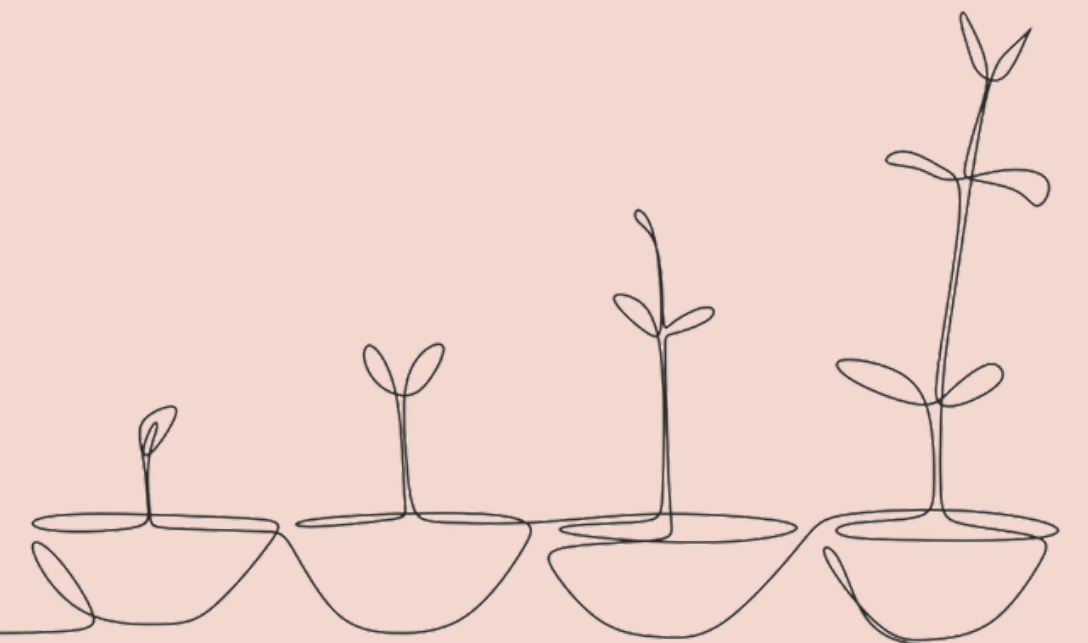
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Optimum size for your header image is 1584p x 296p



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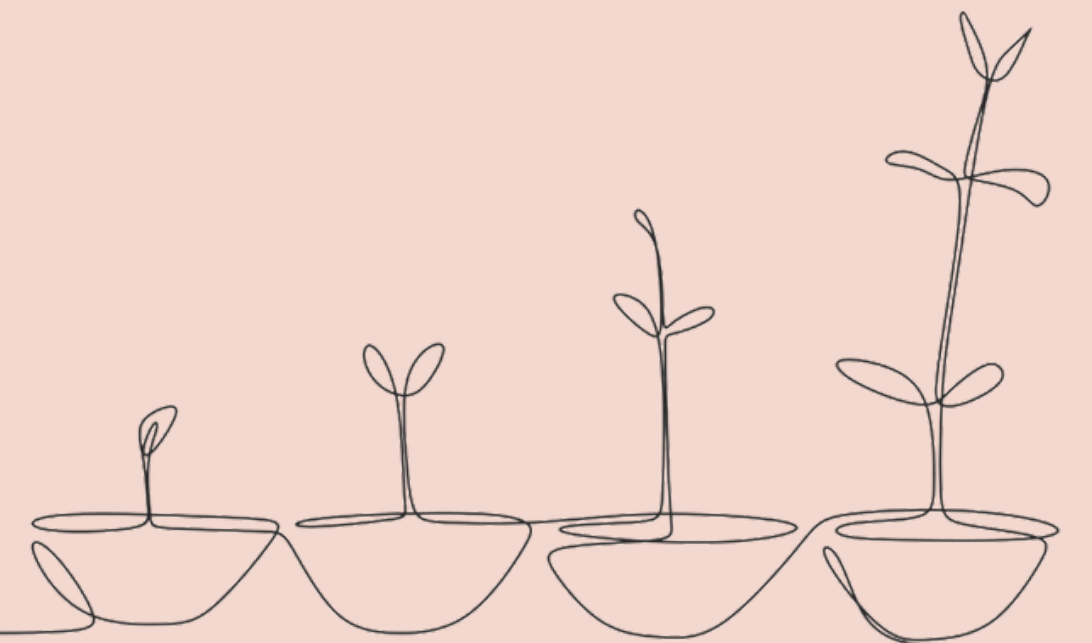
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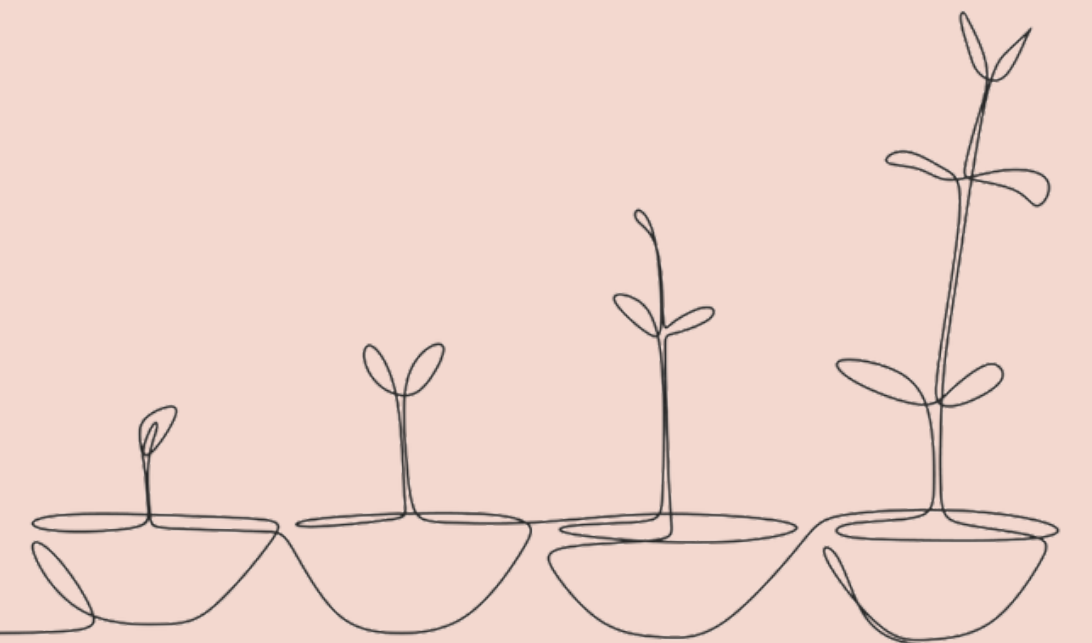
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Proactively seek recommendations

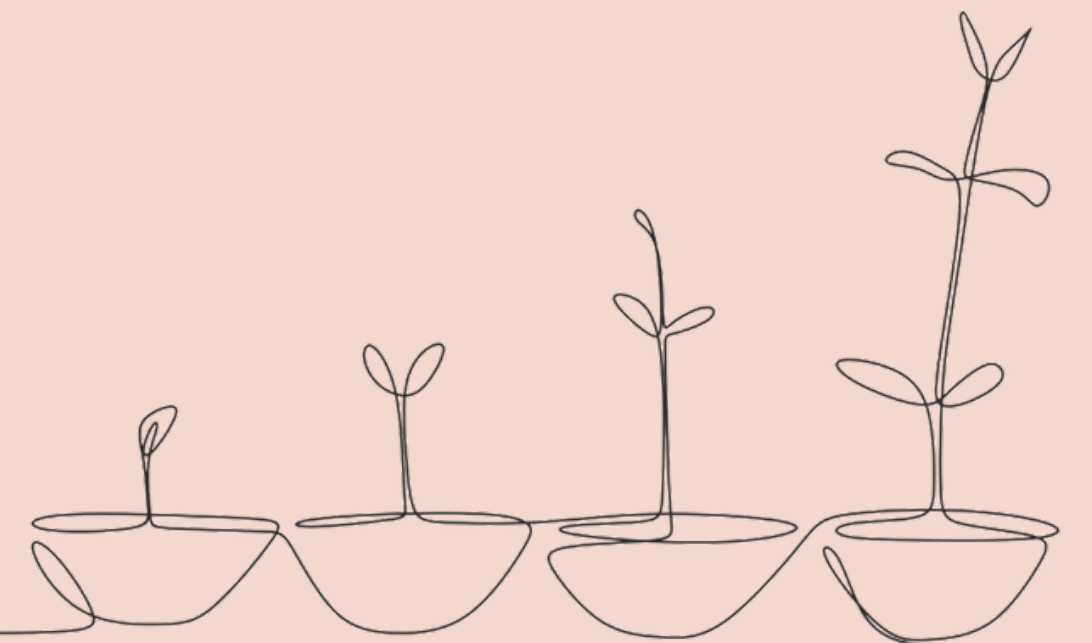


# BUILDING YOUR CONTACTS

ALWAYS send a note with a contact request (unless it's really obvious how you know them) – make it a win-win

A bit trickier on mobile – use the 'MORE' button rather than clicking directly on connect

Remember you can FOLLOW if you are interested in content rather than connecting







THANKS FOR LISTENING  
GET IN TOUCH  
JOANNE@VYBE-GROWTH.COM

