Branding Yourself as Indispensable

WINGZ

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Why Brand Yourself?

In today's economy, personal branding can help you:

- e get a job,
- keep a job, and/or
- advance in your career.



What is Your Brand?

- What "product" are you promoting? (You!)
- You have a brand (good or bad).
- Is your brand known? Is your brand consistent? Is it positive? Is it damaged?



Brand Yourself or Others Will

- We (humans) like to brand things. We label things (and people).
- Your actions lead to your brand. Your inaction also leads to your brand. You need to brand yourself, promote that brand, and measure up to the brand you are promoting.



Brand Power

When building your brand, remember this formula:

Emotional Intelligence + Business Integrity + Business and Industry Knowledge + A Measurable Skills Set = A Competitive Edge in the Workplace!



First Impressions

Your brand is being measured/identified:

- when interviewing with a perspective employer or client for the first time (via branding words, attire, handshake, etc.)
- through your resume, and
- via your online presence.



Second Impressions

Your brand is not only measured when you are applying for a job or trying to get a project, it is also measured:

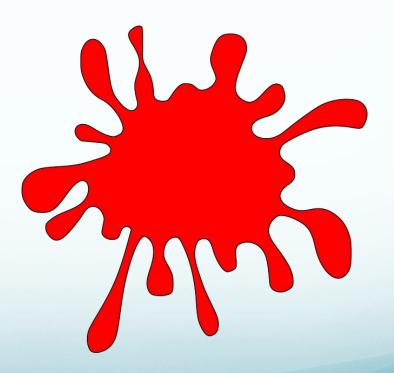
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on the job, continuously, and

through all business communications you create.

Brands that Don't Wear Off

Stories from "the Front" on avoiding brand damage that you often can't recover from...



Your Brand – Your Choice

- How you brand yourself is one of the few things that you have control over in your job!
- You need to brand yourself as emotionally balanced, self-confident, able to get along with others, honest, loyal, knowledgeable, business-savvy, progressive, solutions-oriented, and able to excel in a variety of measurable skills.



Questions?

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