

# Branding Yourself as Indispensable



**WINGZ**

CREATIVE & TECHNICAL GROUP, INC.

*MARILYN WOELK*

**President**

# Why Brand Yourself?

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

- 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:

- 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?

## ***Marilyn Woelk/Wingz Creative & Technical Group:***

- [marilynw@wingzcreative.com](mailto:marilynw@wingzcreative.com)
- Twitter: @bluestoneriver
- LinkedIn:  
<http://www.linkedin.com/pub/marilyn-woelk/4/a87/840>

