



Steps to instant self-branding

Akhilesh Gupta on LinkedIn

As the world is becoming a smaller place with the help of internet and social tools, it is getting more and more important to understand how you can become a unique commodity, that will make you stand apart from the crowd. Here are a few things to follow to create your brand value for the long run.

1. Get Social:

Get on all of them! You should have this set up early in life, use Facebook, Twitter, LinkedIn to broadcast. Whether you are searching for a job or just connecting with individuals, these are great way to network with people from the comfort of your home. But just like it is essential that you look presentable when you go to meet your friend, it is equally critical that your profile look presentable on these sites. This is one of the keys factors to consider when making sure that you are developing your brand.

2. Create a great resume:

Take some time and create an excellent resume that outlines all your qualifications. Your resume should not be just a written version of your education received and description of jobs performed; you need to put some thought into it. Focus on your accomplishments and try to lay emphasis on

leadership roles and what you achieved from them. Your objective should be to put a number to these so that they are quantifiable and measurable.

3. Get recommendations:

Always ask your reference/ written recommendation from clients after you have successfully completed a task. This is a great way to create credibility for your work and might improve your chances for more doors opening for you in the long run. Recommendation should generally come from your immediate associates or clients who have directly worked with you. There is no perfect format or time to ask for this, but it is better to get it as soon as the task is completed. Remember good recommendation is like value added to your property, your brand value increases with each new feather in your hat! So focus and keep adding them.

4. Choose your work carefully:

Since the development of your individual brand is a long-term process and is dependable on your overall performance, it is important that you chose your job, role, engagement, assignment...etc., very carefully. Evaluate the role, understand your engagement and task that will be required to accomplish on a day-to-day bases. Do not rush into things; it is wise to get all the details up front before even starting the role. Ask as many questions during your interview. Awareness is key to successful execution, since it is the factor that determines the course of action and strategy to be implemented.

Author – Akhilesh Gupta

Director – Praxis Leaders

Visit us – www.praxisleaders.com

Or email me your comments – Akhilesh.gupta@praxisleaders.com