Start branding yourself for a successful parking career!

This worksheet will help you create, develop, build and manage your personal brand.

STEP ONE: DEFINE

What do you want to be known for? How do you want to be perceived?

What are your specific goals that you hope to accomplish through personal branding? *(Check all that apply)*

A promotion or elevation in work prestige	Clients/customers that you enjoy more
A new job (within same field)	Positioning yourself as an expert/authority in a particular field
A new career/industry	Industry recognition
Starting a business	Other:
Clients/customers that are of higher quality	

Who are the specific decision makers and target audiences that you should communicate with to achieve the goals of your personal branding?

What features or capabilities does your target audience value (in terms of services, products, hard and soft skills, customer relationship style)?

How do you become known by your audience? Through which channels do you reach your audience?

STEP TWO: ASSESS

What drives you? What things are you most passionate about at work?

What words do people use when they introduce you? How are you perceived? What do they say about you?

What differentiates you from others who do the same work? What do you do better than anyone else? What makes the way I achieve results unique? What combination of things do you offer that no one else does?

Why should others want to work with me?

How does my online presence represent your professionalism?

Compare your defined goals and your current self. What skills do you not currently have that you would need to achieve your goals? Identify what needs to change to be successful and why.

Personal Branding Worksheet

STEP THREE: BUILD

Personal Branding Statement

Your personal branding statement is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely (Your unique selling proposition - USP). It sums up your unique promise of value. Your personal brand statement is distinctive to you and you alone.

- What value you provide (what problem do you solve)
- How you do it uniquely (your USPs)
- Whom you do it for (your target audience)

Example: I bring three key strengths to the table: a relentless focus on connecting parking industry employers with QUALITY talent that have very specific skill sets and experiences, a large network of thousands of parking industry players ranging from C-Suite executives to up and coming innovative professionals and a contagious passion for helping my clients meet their goals.

Online Branding Tools
✓ Social media – Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, Google+
✓ Blogging
✓ Personal website
✓ Reviews, forums and group contributions
✓ Webinars, videos, podcasts
✓ Branded email signature, professional email address and consistent brand identity

Offline Branding Tools
✓ Personal business cards
✓ Speaking engagements and presentations
✓ Networking
✓ Event and association participation
✓ Appearance
✓ Resume and portfolio

STEP FOUR: PARTICIPATE, MAINTAIN AND ENGAGE

Plan social media calendar

Create a social media posting schedule and use a third party tool to help automate the process. Taking an active role on your social channels is key to gaining influence and followers.

While planning your posting ahead of time is efficient, you must also keep up to date on real time posts and actively engage with others versus just posting links or messages. Below is a listing of the suggested posting frequency for various social media platforms and a table to help you create your first social media calendar.

- ✓ **Facebook** – 2 times per day
- ✓ **Twitter** – 5+ times per day
- ✓ **LinkedIn** – 1 time per day

Week of:					
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Weekend**

Tools to help monitor online reputation

- ✓ Naymz
- ✓ BrandYourself
- ✓ Social Mention
- ✓ Topsy
- ✓ Googler Alerts

STEP FIVE: ADAPT AND REINVENT

Through your personal branding efforts, you should stay current with news and trends. Pay attention to the landscape of the industry as well as up to date on skills and strategies. READ! Go outside your comfort zone

Based on the trends in the industry and the skills or experience gaps you identified in Step 2, create a development plan for yourself – what skills you need to gain both in the long and short term?

Useful online learning websites (many are free):

- ✓ **Codecademy**
- ✓ **Code.org**
- ✓ **Big Data University**
- ✓ **HOW Design University**
- ✓ **Hack Design**
- ✓ **Udemy**
- ✓ **Stack Exchange**

- ✓ **Cousera**
- ✓ **Khan Academy**
- ✓ **NovoEd**
- ✓ **DataCamp**
- ✓ **DataQuest**
- ✓ **DataMonkey**
- ✓ **Learnist**

Personal Development Plan				
My specific learning goals	How I will achieve this	How will I measure success or failure	When will I achieve this by	People who can help me achieve this