

# THE ART OF PERSONAL BRANDING

TIPS FOR SELLING YOURSELF



## BE UNIQUE BUT CONSISTENT

# 1

Everyone has a unique identity. But when it comes to creating a brand, only highlight one of your unique qualities. What makes you stand out from the rest? Clearly defining yourself makes you consistent, and identifiable to the world.

## BE PROFESSIONAL

# 2

Stay professional in all aspects of your life. Especially in your emails, resume, social media posts and even your voicemail! Think about what kind of identity you want to project to the world!

## LOOK AUTHENTIC

# 4

Don't sell a lie, especially when choosing a profile picture. Choose one that actually looks like you. It gives the world a sneak peek to who you are.

## AVOID CLICHES IN YOUR RESUMES

# 3

Try avoiding buzzwords in your CV. Remember you want to stand out and make the company take interest in you. Show your qualities in your resume, don't state them! Language, tone, organization. and readability are key.

## CALL TO ACTION

# 5

At the end of your CV, tell the company you want the job and suggest how they can contact you. Make it nice, personal and to the point. Don't forget to check your voicemail so that it doesn't sound silly!

## WATCH YOUR BEHAVIOUR ON SOCIAL MEDIA

Be mindful of what you post online. Remember, you want to look acceptable in public, so avoid raising any kind of red or yellow flags. Your posts should be an unfiltered look of you while representing your personal brand.

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