

PRACTICAL TIPS UNIT 1. INTRODUCTION TO PERSONAL BRANDING

First practical tips to be aware of your current personal brand.
Remember that everybody have a brand generated with their own actions:

1. The first and easiest step to start and be aware of your own brand is to make a search, for example in Google:

→ Write your name on Google or any other searcher:



- What results do you get?
- The results you see, are the ones you want to be shown?
- Can you see some of your motivation or interests reflected on the search?
- Do your results show any kind of professional information?

2. Take a look at your social networks:

- Are your social network profiles accessible (e.g. Facebook, Twitter, etc.). How much information can you see (without signing in your profile)?
- What do you think companies and professionals will think about this information?
- Can others have good information about you?
- Do you think your information is different from other similar profiles on the net?
- Do you have a professional profile on LinkedIn?

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3. Search 2 important people in your professional area (famous or not).
How do they appear on the net?

4. There are thousands of people who can do the same job. Have you ever thought how could you stand out from the rest?

If you have answered all these questions, you will find our next units about personal branding very interesting. Unit 2 is about self-knowledge, the first step to create a better personal brand.