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Subject: **What is Your Personal Brand? - September 2008 Newsletter**
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Issue: 19



Dear Lauren,

Many people ask me how I approach the job search with my clients. The long answer deals with the individual and where they want to go, but the short answer is... marketing. Teaching my clients how to highlight their best attributes, stand out from the other candidates, and create a desire on the part of the employer to have them as part of the team.

One of the terms you may have heard around this subject is **personal branding**, and believe it or not, it can be helpful in the work environment even if you're not looking. The article this month starts to explore personal branding and why you should be aware of it.

As always, I invite you to forward this newsletter to everyone you think would benefit from and/or enjoy it.



Wishing you success, balance and freedom every day!

Warmly,
Lauren Still

Your Personal Brand - What is it?

Wikipedia defines "personal branding" as follows: Personal branding is the process whereby people and their careers are marked as brands.

Personally, I think we need another way to look at a personal brand, or it is tempting to get caught up in the idea of ourselves with a big Nike (or Mikey?) logo plastered over everything we do, or fight the need to have a personal slogan that we interject periodically into conversation ("Denny Crane."). After all, when you start thinking like that, who in their right mind would want a personal brand?

What if, instead, we looked at our own personal brand as "the impression left about what you do and what it means -- the essence of who you are?" Let's pick a traditional brand first and explore this idea. Most of you should be familiar with Target - the store with the big red and white logo and the slogan "Expect more. Pay less." What is the impression you have when you think of Target? Affordable? Selection? Surprising number of organic foods? The impression or essence of Target comes through, regardless of whether or not you're thinking of the slogan or the red and white logo. You know what you're going to get when you walk in the door.



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Blog Log



Recent topics on my blog include:

How to Develop Your Personal Brand

Harvard Agrees!

Your Personal Brand

[Read on here...](#)

Karma Corner

Monthly featured business

Looking for a financial advisor who will help you think differently about your money and investments?

Cameron Morgan will.

[A&L Financial Services](#)

The same basic principle can be applied to our personal branding strategies. How can we convey what someone is going to get when we walk through the door? A powerhouse? A bridge-builder? A creative genius? And how do we apply that to what we do or the expertise we've gained? Where does our passion for work come from, and how does that help us be better at our jobs?

Put all this together with our vision for our own future, and we have a personal brand that no one else can duplicate. No one else has the unique combination of experience, image, passion and vision that we do.

Next month we'll explore how we can use that brand in our career progression.

I'm always interested in hearing your thoughts. Please [email me](#) your comments and ideas for future articles you'd like to see.

Job Seekers Tips: Essential Tools for the Job Search

Many job seekers launch into their job search simply having added their most recent experience to the top of their resume, thinking that is all they need to get their next job. For some, perhaps that is true, but for the majority of job seekers, there are a few more tools you need in your toolbox to conduct the most effective job search:

- Resume specifically tailored to the job you want
- Business cards (for networking)
- Email address with a professional name
- Voicemail with a professional-sounding message
- A 30-second "commercial" you are comfortable and confident saying (for networking)

Now that you know the tools you need, make sure that they are the best they can be. Seek expert advice if needed -- having an effective resume and personal brand, or message, during your job search will speed up your job search, and might save you money in the long run!

Lauren teaches details on these topics in her Job Search 101 teleseminar series. For details, call Lauren at 303-668-1386 or go to www.careerco.com. *Lauren is one of the certified Career Coaches supporting jobseekers on CareerCo.com.*

Upcoming Job Seekers Tips: Networking

Quick Links

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Coaching Question

What is your personal brand?

CareerConnect Join us at the next **CareerConnect** event:

TODAY

Tuesday, September 16, 2008
5:30 p.m. - 7:00 p.m.

NOTE NEW LOCATION!!!

Rio Grande Mexican Restaurant
1525 Blake St
Denver, Colorado 80202
Near the 16th St. Mall and light rail stops

Complimentary appetizers provided. Cash bar available.

Hosted by: the Career Coaching Program at CareerCo.com
RSVP appreciated: april@careerco.com or 303-546-7936

We'll be introducing our [Job Search 101 teleseminar series](#): everything you'll need to get your job search started off RIGHT!

Lauren is one of the certified Career Coaches supporting jobseekers on CareerCo.com - a new local job seeking website launching soon.

Upcoming CareerConnect dates: October 14 and November 11.

Success. Balance. Freedom.

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