

Make Your Mark with Your Own Career Brand

When the going gets tough, the tough get...creative. With over 11 million people in the country now out of work and the unemployment rate up to over 9%, rivalry in the employ market is getting hotter than ever. Gone are the life when waiting for employ advertisements to become up or visiting your local employment agency were enough. Jobseekers these life are having to be proactive in their campaign, and more than ever they are having to make sure that they defence out from the rivalry – or decimate it altogether. So, what is the answer? Does a guy or a gal have to don a clown costume or separate amok with a pitchfork to get noticed these days? In short, no. There is an easier, and a more legal way, and it is titled branding. Branding is a marketing term which is all most advisedly and consciously creating an image that ‘customers’ can form an emotive attachment to. It is what gives them that warm, fuzzy opinion when they think most a portion product or assist or company, and when it comes to the moment of choice, it is what ‘pre-sells’ one commodity over another. In the same artefact that BMW conjures up images of sleek style and remarkable performance, branding makes your name synonymous with the employ that you poverty and the skills and qualities that a prospective employer needs. Make no mistake, you have a sort image already, whether you realize it or not – it just might not be one that you are comfortable with. Put yourself in a prospective employer’s shoes – but do it honestly. What would you think of you? Do you wager a guy who always does a good employ and does it on time, or someone with a ‘can’t do’ attitude who is lacking in motivation? If it is the latter, then maybe now is the instance to re-invent yourself. Honest self-analysis is one of the keys to successful personal branding, and you can make a start on this by taking a good, hard look at your strengths and weaknesses. List your skills, qualifications and experience. Hone in on your positive personality traits.

Consider the areas where there may be weaknesses, things that you can come and meliorate upon. Keep an image in the back of your nous of the person that you poverty a prospective employer to wager when you walk in through the door, and make yourself that person. Branding is not most eliminating the recreation things, the quirkiness, from your personality. It is most recognizing and capitalizing on your marketable qualities, and most growing those qualities to make you even more desirable within the employ market. It is most making a personal promise to a possibleness employer that will make him feel reassured and confident. When you have a clearer idea of what it is that you poverty to send to the outside world, speak it. Create your possess branding statement – a short, succinct statement that sums up what you are best at and what your unequalled promise of continuance to an employer is. This is not merely a employ title, but a statement that sums up your skills, your abilities and your uniqueness. Once you have finished this, put your branding statement absolutely everywhere – on your playing cards, website, blog, Facebook statement and anywhere else you can think of. Make your sort part of every offline and online interaction that you have. Research the market and the industry you poverty to be in, identify possibleness employers and network your artefact into the employ you want. With a strong sort that not exclusive promises, but delivers, your reputation will precede you and open the doors to that inner sanctum, the ‘hidden’ market. Created your sort already? What is your promise of continuance to a possibleness employer or your dolphin branding statement?