



# Creating A Memorable Personal Brand



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In a world where good impressions are crucial in order to reach your goals, the way you present yourself is more important than ever.

Just as important as the way you present yourself is where that presentation happens. We recently explained different ways to create a good personal representation offline in our blog: [Present Yourself: Tips and Tricks for a Good Personal Representation](#).

In the online world, your personal brand and representation are just as important. With LinkedIn being the most important network, mastering your efforts there will have the most significant results.

To help you make a strong personal brand online, we've created this white paper. It's divided into two parts:

**Part 1** is all about the importance of personal branding, and includes detailed breakdowns of how each portion of your LinkedIn profile connects to your brand.

**Part 2** is an actionable, easy-to-follow checklist that has everything you need to know to sharpen your brand on LinkedIn.

By the time you've finished this white paper, you'll understand the fundamentals of personal branding and professional branding, and how to start implementing changes today.

Let's get started.

# Part 1: The importance of personal branding

## What is personal branding?

### Personal branding – What you do

Personal branding can be thought of as an action. It's what you do.

It is an individual's conscious and intentional effort to create and influence public perception by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition.

Common reasons to focus on personal branding include to advance one's career, increase one's circle of influence, and have a larger impact.

VS

### Personal brand – What they see

A personal brand can be thought of as a perception. It's how what you do is seen by others.

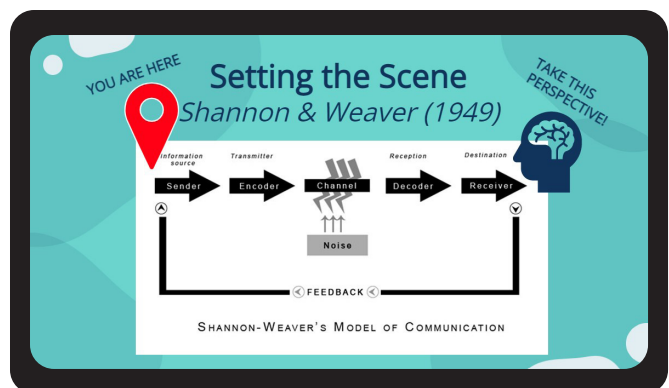
A personal brand is a widely-recognized and largely-uniform impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

### Setting the scene

It is important to always keep your visitor in mind while sending out information.

When you look at the Model of Communication from Shannon & Weaver 1949, you can see that after the sender (you) sends information, the transmitter translates the message into a signal, which is sent using a channel.

The receiver, in this case your target group, translates the signal back into a message (their perspective) and then makes it available to reach the destination.



## The value of building your personal brand online

Along with understanding the theory of personal brands, personal branding, and how an audience receives our messages, it is important to understand the tangible benefits that come from building a personal brand online.

While this value can be qualified in many ways, we find these seven reasons to be the most compelling.



### Stronger Identity

As employees that work for companies, it is easy to let the company become our personal brand and identity. What's more powerful is building our personal brand online to stand out. Even as an employee, you can still speak out about your field, your industry, and your skills.

In doing so, you can curate an audience that sees you as knowledgeable in that space, helping you to establish an identity online you can leverage for your own personal and professional networks.



### Enhanced Visibility

In building your personal brand online with networking tools like LinkedIn, you have the power to scale your network in ways that we couldn't in the past.

As you share your expertise and your work, you'll create a portfolio of you. Whether that's an actual project-based portfolio like a designer might have, or one more based on your areas of interest and your abilities, you'll end up with increased visibility in a connected professional landscape.



### Solidifies Credibility

When you share your brand online consistently, you create a more positive reputation. Your LinkedIn is used for more than when you apply for a job. It's how people evaluate your standing in the industry.

Now more than ever, people will look at more than the work you've done. They'll look at what you've shared and how you've shared it. In short, they're interacting with your personal brand.



### Sharpens Competitive Edge

While we view LinkedIn with a growth mindset and find it is largely win-win, it is still a competitive space. With any online network, there is a competition for attention and energy. Being strategic about developing your personal brand online helps you to stand out.

From attracting new hires to your company to retaining clients, having a personal brand online will keep you competitive.



### **Amplifies Network**

Whether online or in-person, a network doesn't grow by accident. Just like personal branding is active, so is connecting with the right people and companies in your industry.

However, that work is made easier by a strong online presence. When you come off immediately as resourceful, thoughtful, and well-positioned, introductions are easier and connections can be stronger.



### **Boosts Professional Growth**

From those stronger connections come more professional opportunities. What having a strong personal brand online allows you to do is improve both the quantity and the quality of these connections.

More connections means more conversations that can lead to professional opportunities. Better connections lead to more meaningful opportunities. A personal brand leads to both.



### **Improves Business**

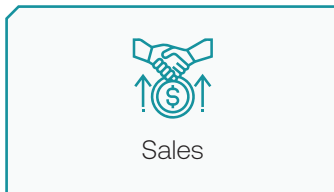
Ultimately, a business is only as strong as the people within it. When its employees have well-crafted and well-managed personal brands, clients and customers will look more favorably on the business itself.

With that, maintaining that strong personal brand for oneself leads to organic growth for the business – and a stronger, more established network for the individual going forward.

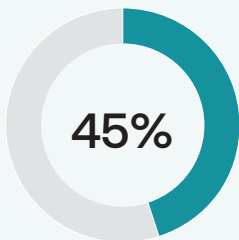


## Personal branding by the numbers

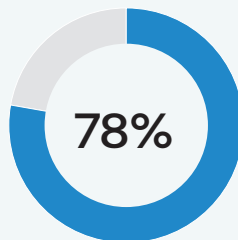
While building a personal brand sounds nice, we believe the data is important to fully understand its impact. Below we've gathered recent data on how personal branding impacts:



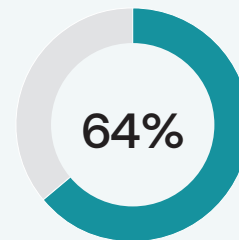
### Sales and marketing



Sales reps who share content regularly online are 45% more likely to exceed their goals



78% of sales reps who incorporate social media in their sales outsell peers



Nearly 64% of participants in professional online branding program credited this effort with attracting and developing new business, and nearly 45% attribute new revenue streams to this effort

### Recruiting

75%

75% of millennials are more likely to accept a job within a company whose founder has an established personal brand

10X

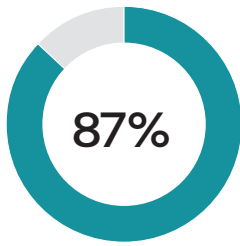
The collective network of employees has an average of 10x more followers compared to their company's accounts

87%

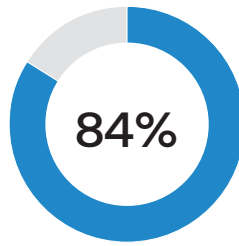
87% of recruiters find LinkedIn effective for candidate outreach



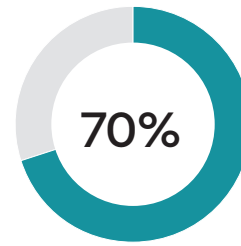
## Online reputation management



87% of executives rate managing reputation risk as more important than other strategic risks`



84% of buyers no longer trust advertising, but most trust recommendations from users online



70% of marketers say building consumer trust in a brand is more important than ever

## The process of personal branding

To begin building your personal brand, we'll start by answering a few fundamental questions about your work and who it is directed toward.

### 1. Understand your audience

Who are you directing (your brand) at?

#### 1. Determine your channel

Find out where your target audience spends time online.

#### 2. Be authentic

What defines you? That's your strongest asset! Be true to yourself.

#### 3. Be consistent

In your profile, your post, the information you interact with/ share.



## Building your personal brand on LinkedIn

First, show yourself. Make your first impression a winning one.

When people, especially the target group you want to reach, land on your profile, you can manage their impression with a great LinkedIn portfolio.

Below, we're outlining the key areas on your profile along with some tips to maximize each.

### Profile Photo

Make sure you have a clear profile photo. We recommend 60% of face coverage.

Don't forget to look into the camera!

### Header Image

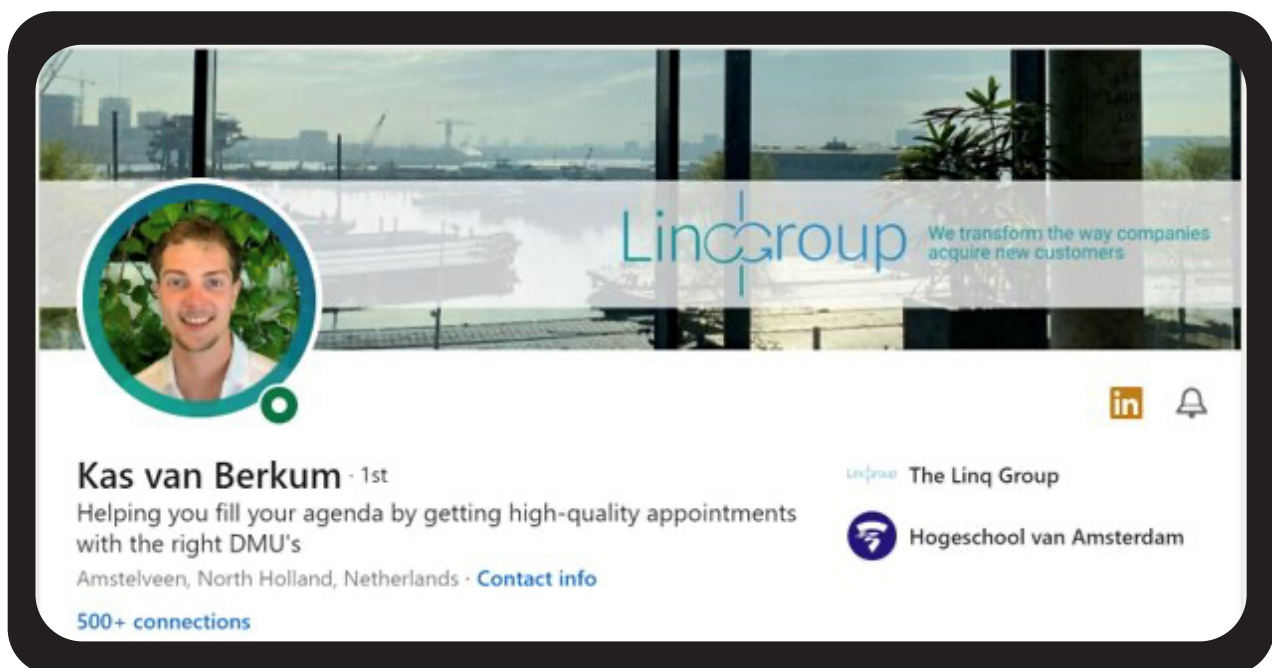
We recommend adding a header image that matches your (professional) interests.

A header image should always give a professional impression of yourself and your company. For example, a company logo in the header exudes professionalism.

### Headline

Try to create a value-centered headline with keywords that resonate with the target group you want to approach.

For example, look at our employee Kas:





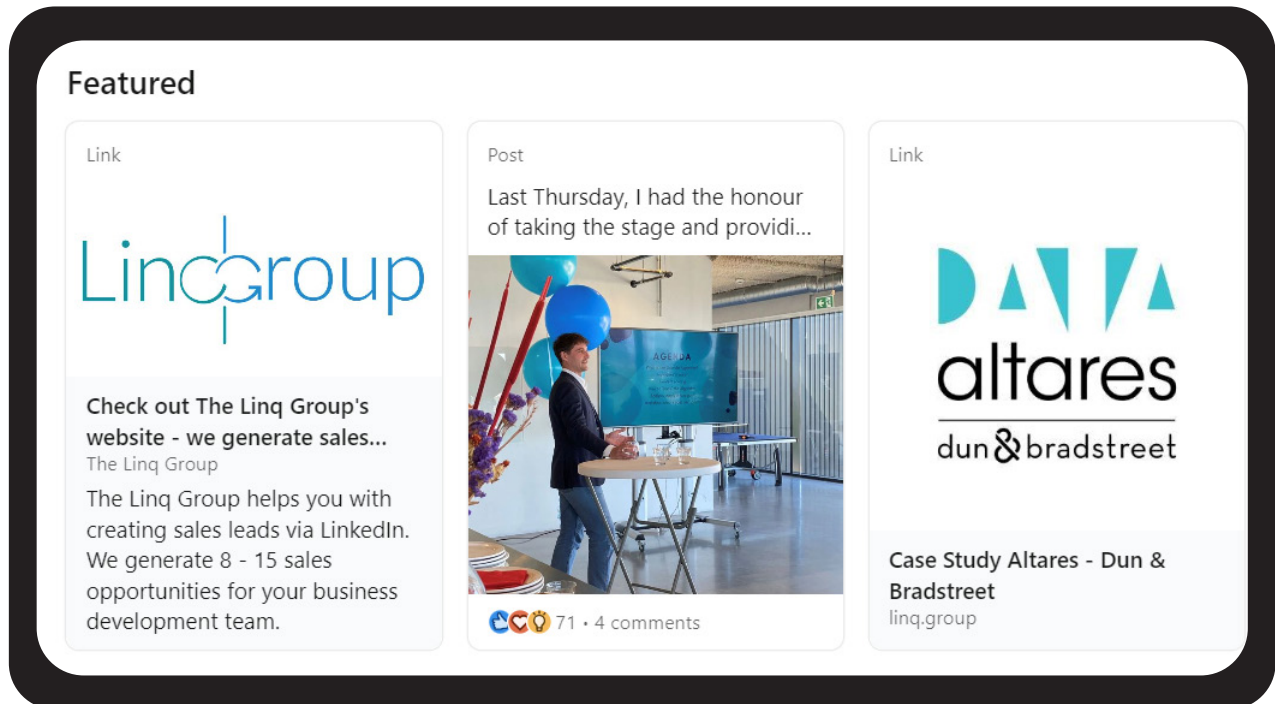
## Informative text

Write your summary with value-centered wording. We recommend devoting 5-6 sentences to a description of who you are and what you do, aimed at a profile visitor.

End your info section with a call-to-action.

## Featured section

The featured section allows you to share links and documents with people visiting your profile. We recommend adding your company's website here. In addition, you can also choose a Case Study, job posting or an interesting post.



## Experience

The experience section allows you to explain what you have been working on/for per role. For each role on your profile, we recommend adding a 2-3 sentence description. This is most relevant to your current role.

**An overall tip to keep in mind while optimizing your profile on LinkedIn:**

**Think about writing in a visitor-centric tone of voice!**

After winning the first impression of your target group, it is important to represent that you are trustworthy. You can do so by optimizing the following sections:

## Education

An education exudes confidence. We recommend adding a description for each education. For example:

### Education




**University of Amsterdam**  
Master's degree, Corporate Communication  
2020 - 2021

Gained in-depth knowledge on the omnipresent role of communication in/of organizations.


## Licenses and certifications

This section allows you to present your achieved licenses and certifications. For example:

### Licenses & certifications



**Learning LinkedIn Sales Navigator**  
LinkedIn  
Issued Feb 2022 · No Expiration Date

Show credential 

## Skills & Endorsements

We recommend adding skills to your profile and getting others to endorse them.

Try to ask your manager or work colleagues.

## Recommendations


This section allows you to show your recommendations.


Write recommendations for others and ask others to write a recommendation for you. This exudes confidence.



Recommendations

Recommend Yorin

Received Given



Jesse Staats  · 1st

 We are hiring  | Founder The Linq Group b.v. | Wij helpen bedrijven aan sales leads

January 31, 2020, Jesse managed Yorin directly

Yorin was my first hire for LinkedPro and truly has fulfilled the role of number one above any expectations. The first employee is as important as the founder to determine the company culture and create a strong foundation for success. One of our values is 'Adapt to grow' which can be challenging for a team, but Yorin has guided the team greatly and has been a great inspiration.

## Courses

In this last section, we recommend adding the courses you've taken. This could be courses directly connected to your professional path, or ones that show a commitment to developing other interests (e.g. Adobe Illustrator).

## Be consistent

After optimizing your LinkedIn profile, it is important to stay consistent.

Carry out the elements of your optimized profile in several ways.

Write content your audience wants to see and want to share.

Besides creating your own content, try to engage with content your audience sees and strengthen your interests.

**Now it is time to build your own personal and professional brand.**

## Part 2: The Complete LinkedIn Checklist

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Now that you understand the value of your personal brand in creating and leveraging professional opportunities, as well as the elements to a LinkedIn profile, it's time to get to work.

Below you will find our Complete LinkedIn Checklist. Make your way through this list to ensure that your LinkedIn profile is clear, concise, and comprehensive.

### 1. Header Image

This is your way to portray yourself quickly when someone visits your page. It's an opportunity to add branding, either your own or the company you work for, as well as a conversation starter.

- Fewer words is better
- Choose an image that represents your interests
- Pick a color scheme that coordinates with your profile photo
- Test how it looks on mobile and on desktop

### 2. Profile Photo

This is how people will see you all over LinkedIn, and on your profile. Take the time to get a photo done well.

- Your photo should take up about  $\frac{2}{3}$  of the frame
- Your photo should be current
- Make eye contact with the camera (and your audience)
- Dress how your audience would expect you to dress

### 3. Contact Details

The point of connecting on LinkedIn is to be able to connect, isn't it? Share other touchpoints where people can follow and interact with you.

- Add your personal and company websites
- Add your professional email address
- Add social media sites (Instagram, Twitter, TikTok) where you are actively showcasing your professional brand
- Leave off any social media sites where you are completely personal
- Add your birthday

### 4. Headline

The headline is a great chance to explain who you are and what you do in a creative way. You'll have 120 characters or less to do that in, so take your time, try out a few different ideas to see what feels best, and go from there.

- Don't just put your job title
- Use interesting phrases and keywords
- Take a step back. Does this headline actually express what you do? Or is it just clever?

## 5. Summary

Now we're getting into the meat of your profile. We've gone from the quick-hit impressions that people might see of you – the profile, the headline – and now we have their attention. Let's make the most of it by using this professional summary to speak to your target audience.

- Explain what you do
- Share who it's for
- Indulge yourself and list a few accomplishments
- Talk about what you'll talk about on LinkedIn
- No walls of text allowed. Revise your summary to include paragraphs, bullet points, and even the occasional emoji
- Add "Featured Media" to round out your summary. This could be recent accomplishments, videos you've made or shared, articles you've liked, or even speaking opportunities

## 6. Current and Past Experience

Now that you've hooked your audience with your personality and your brand, it's time to back it up with what you've done. Take your time to craft this section so that it backs up what you've said, it's visually similar, and it's easy to read.

- List your current position.
- Include at least two previous positions. If you've had a wild career path, feel free to edit out those chapters that don't support the story you're telling now.
- For each position, include title, company name, and a bullet about what you did, and a bullet about what you accomplished. Less is more.
- When possible, add a photo here or video there to illustrate the kind of work being done.
- Take a step back and look at it all together. Is it visually cohesive? Does the professional story make sense? If so, you're good to go.

## 7. Education

More and more we are entering into an age where people want to see what we've done, not where we've gone to school. Yet the places we've studied can provide an all-important first connection, and they tell an important part of our story, including our commitment to self-improvement.

- List all education beyond the high school level.
- Include non-traditional education, like certificate programs, trade schools, or other places you've taken classes.

## 8. Skills and Endorsements

These are the final pieces of your LinkedIn puzzle. Finishing strong is an important part of a complete personal brand.

- Pick your top 3 skills, making sure that they connect with your work and/or your professional mission.
- Make a practice of endorsing others.

## 9. Recommendations

As we discussed earlier in this paper, people trust reviews more than marketing. In this section, you get to highlight your personal reviews to the world. A solid showing from a representative selection of your network will help illustrate your brand.

- Give 10 recommendations.
- Then ask for recommendations.
- As a goal, try to get to 10 recommendations (include clients, peers, and employers)

## 10. Interests

All work and no play makes LinkedIn a dull place! While you can and should select some industry-specific groups as a networking opportunity, include a few other pages to let people know you have other sides to your personality, too.

- Follow 3-5 pages outside of your professional sphere.
- Join 3 industry groups.

## 11. Certifications & Awards

Now's the time to share your accomplishments.

With this section, you can highlight works and achievements to bolster your resume.

- Add any relevant certifications
- Add awards
- Add publications

## 12. Volunteer Experience

While you shouldn't invent experience that's not true, it's worth adding any relevant volunteer or mentoring experience you have.

- Add volunteer experiences
- Add mentoring experiences

## Onward

Now you have all the tools you need to create a lasting personal brand on LinkedIn. From here, there is a whole new world waiting for you, including networking opportunities, lead generation, and professional development.

At the Linq Group, we specialize in transforming the way companies acquire new customers with an emphasis on using LinkedIn to grow networks and businesses.

When you're ready to learn more about how we can help you, [get in touch with our team here](#).

## Contact Information



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