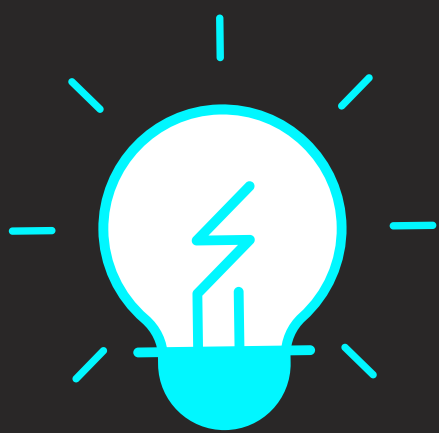
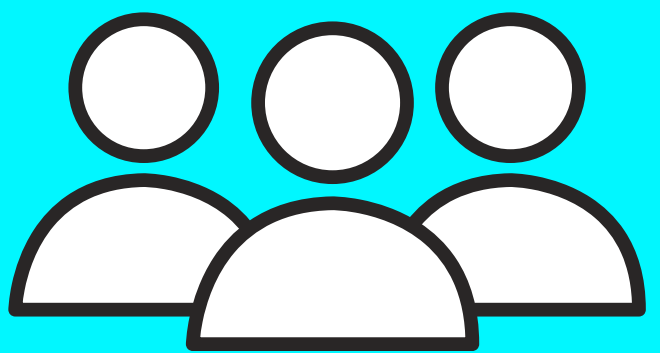


PERSONAL BRANDING GUIDE FOR JOB SEEKERS

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Club

INTRODUCTION

Personal branding is essential for job seekers as it helps you stand out in a competitive job market. A strong personal brand communicates your unique skills, experiences, and values, showing potential employers why they should choose you.



DEFINE YOUR PERSONAL BRAND

- Reflect on your strengths, values, and passions. What makes you unique?
- Identify your target audience. Think about the roles, industries, and companies you are interested in.
- Write a personal brand statement that summarizes your expertise and what you offer.

LEVERAGE SOCIAL MEDIA

- Choose platforms where your target audience is most active
- Share content that showcases your expertise, such as articles, tips, or industry news.
- Engage with others by commenting on posts, joining groups, and connecting with industry leaders.



CRAFT A COMPELLING LINKEDIN PROFILE

- Optimize your headline with keywords that reflect your career goals.
- Write a summary that tells your career story, highlights achievements, and showcases your personality.
- Add relevant work experience, skills, and endorsements. Use bullet points to make your experience easy to read.

ENSURE CONSISTENCY ACROSS PLATFORMS

- Use the same profile picture and professional name across all platforms.
- Align your social media bios with your personal brand statement.
- Maintain a consistent tone and message in all of your online content and interactions.

