

Personal Brand Checklist

01

Professional looking LinkedIn profile

Do you have a professional-looking, up-to-date LinkedIn profile that includes detail about your responsibilities and achievements in past roles?



02

Your bio is targeted and differentiates you

Do you have a bio on LinkedIn that positions you in terms of differentiation and value to a specific, targeted audience?



Social media privacy settings

03



Have you checked your privacy settings on social media lately? (Or: Have you checked what your friends are sharing about you on social media?)

Elevator pitch

04



Do you know what to say to quickly and clearly position yourself when you meet a new business contact?

05

Three things about you

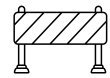
Can you easily state 3 things clients/team members/boss would say about you?



06

Stick to your boundaries

Do you have clear personal boundaries or practices around what you post online, whether it's for work or social?



Prove value to others

07



Do you have up-to-date case studies, papers, publications, anecdotes, testimonials or references that you can use to prove value to others?

Articulate your approach & impact

08



Can you quickly and easily articulate your approach to the work you do... and the impact this makes?

09

Personal value statement

Have you included a personal value statement or executive summary in your CV or capability statement?



10

Align with the right brands

Do you proactively align with brands that add depth to your profile and thought leadership?

