

# 50 Personal Branding Tips

Posted on [August 8, 2012](#) by [Jan Marino](#)

1. Remember, YOU are the product
2. Determine what makes you unique and marketable
3. Establish your personal brand by determining your measureable accomplishments
4. Ask five colleagues to give you three descriptors of you and use them in your value statement
5. Create a vision statement for yourself
6. Decide what contribution you make to your organization
7. Take back your career by being accountable for it
8. Be prepared to reinvent yourself every five years.
9. Stay current on your industry trends
10. Cultivate a dynamic network-include professionals outside of your area of expertise
11. Volunteer your time and give back.
12. Exercise at least 15 minutes a day
13. Remember to breathe when you're stressed
14. Help someone who's in a job search....you'll probably be in one soon...it's the way of the work world these days.
15. Build an accountability team for yourself.
16. Set daily goals and celebrate reaching them
17. Uncover your current career fitness level.
18. Learn to network like a pro.
19. Read a funny book to stimulate your sense of humor.
20. Hide your tattoos – really, I mean it!
21. Create your value statement-“I am very good at\_\_\_\_\_. What that means to my clients is\_\_\_\_\_.
22. Invest in a professional headshot-it's worth the investment because you want to be perceived as professional
23. Listen more than you talk
24. Learn to listen for needs
25. Become a guest blogger and increase your visibility on line
26. Write a weekly blog on industry trends

27. Become a resource center for clients
28. Don't burn bridges – it leaves scorch marks
29. Look for the best in everyone
30. Keep your LinkedIn profile updated
31. Join LinkedIn groups and start discussion. You will increase views of your profile.
32. Create a website for yourself and highlight your accomplishments
33. Update your resume yearly focusing on your measurable accomplishments
34. Decide how you want to be perceived in the marketplace i.e. professional, organized, expert
35. Remember, your LinkedIn profile is not your resume....keep is short and interesting to read.
36. Create a PowerPoint presentation for yourself – post it on LinkedIn and Facebook
37. Eliminate all party pictures from your Facebook – especially the bathtub shots!
38. Learn to read body language
39. Practice what you preach-your career depends on it
40. Be a mentor
41. Praise your team when they excel
42. Call a contact you haven't talked to several months and ask how their business is
43. Attend one "in person" networking event a quarter
44. Join an industry association and become involved in a project to increase your visibility
45. Take a different route to work tomorrow – change is good
46. Stay away from office gossip....it's messy
47. Always dress professionally and appropriately
48. Accept defeat gracefully
49. Save "hissy fits" for the drive home
50. Show up every day