

YOU HAVE 55 SECONDS TO MAKE A FIRST IMPRESSION

Swipe for tips on making it great.



By Asha Aravindakshan

**Forté Alumni Leadership Council
Member & Author of *Skills: The
Common Denominator***



WHY YOUR PERSONAL BRAND MATTERS

It shows you have the experience and credibility to help others.

It demonstrates leadership.

Your reputation is key, especially if you are looking to take on a bigger role, switch companies or industries, or grow a business.



BUILDING YOUR PERSONAL BRAND

You can share your brand in a number of ways:

- LinkedIn profile
- Social media activity/other online presence
- Your elevator pitch
- Your resume
- Every networking interaction



FIRST IMPRESSIONS

Start with your digital presence. Take a moment to search for yourself online.

Your search results may include:

- Your LinkedIn profile
- Your Twitter profile
- Your Instagram profile
- Your Facebook profile
- Various versions of your biography appearing on event websites for speaking engagements

^y You control the content on these social media profiles and on your search results pages.



WHO ARE YOU? THINGS TO CONSIDER

Make sure anything you want to be known for is included.

Think about both your technical knowledge and who you are as a person. What differentiates you?

Some elements of your brand you should state explicitly — like your skills, expertise, and specializations. Others, such as your personality and approach to your work, can be shown by how you present your information.

Ask yourself — are you sharing the details that help others understand the value you bring to your network?



DON'T FORGET!

Your personal brand will change over time and you can re-brand.

Revisit your brand on a quarterly basis to see if there are any opportunities to highlight increased credibility in areas and skills you've developed expertise.



START WITH YOUR LINKEDIN PROFILE

Your LinkedIn profile is the most important digital tool for showcasing your transferable skills.

Setting up your profile is straightforward with LinkedIn's "Add a profile section" wizard.

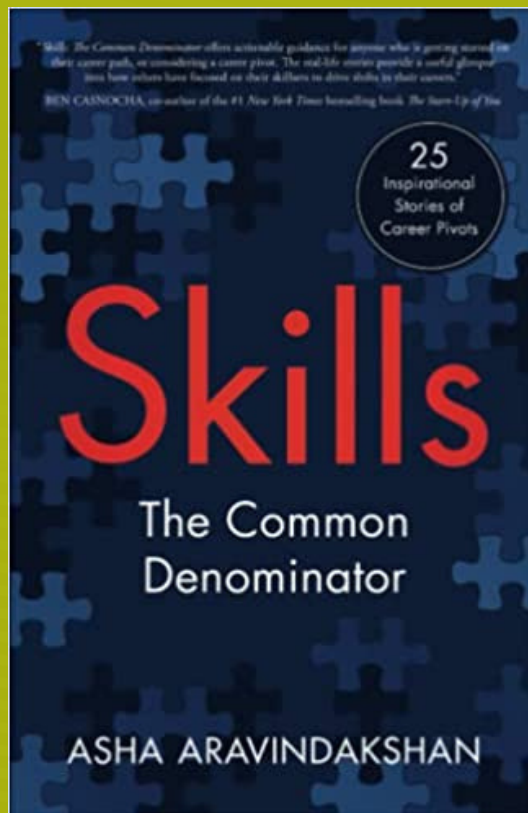
The top five main sections to complete are About, Experience, Education, Volunteer Experience, and Skills.

A complete profile is essential, especially if you're looking for a job. It can reinforce the personal brand you want to establish and get you in front of recruiters searching on the platform.



DIVE DEEPER INTO PERSONAL BRANDING

For more helpful tips on making a great first impression, check out *Skills: The Common Denominator* by Forté Alumni Leadership Council member Asha Aravindakshan.





LEARN HOW TO BUILD YOUR PERSONAL BRAND WITH FORTÉ

We provide the resources, community, and focus you need to carefully plan your professional future. All career stages are welcome!

www.fortefoundation.org/join