



Five Steps to Creating a Personal Brand

You may be thinking, why do you need a personal brand? What even is a personal brand? EG is here to tell you! A personal brand creates a specific “look and feel” about yourself you want to portray professionally or to hiring managers. You need a personal brand because it helps you stand out from the other applicants. We’re sharing our five steps to create a personal brand that will help you grow professionally or land that new job.



1. Determine Who You Are

Before you begin developing your personal brand, you have to first determine who you are. Start by asking yourself these questions:

- What are my differentiating skills?
- What are my values?
- What am I passionate about? What am I not passionate about?
- How has my past experience shaped me?
- What are my professional goals?

By answering these questions, you’ll start gaining insights into who you are professionally, where you want your career to go, and what you bring to a potential job. It’s crucial you determine what matters most to you and what motivates you at your core before creating your personal brand.



2. Determine What You Want to Accomplish

Next, you’ll need to determine what you want to accomplish with your personal brand. Is it a promotion? A new job? A career change? Consider asking yourself these questions:

- What are my career goals?
- What do I want to be known for?
- What messages do I want to communicate as an expert?
- If I could be an expert in anything related to my industry, what would it be?

When you answer these questions, you’ll further establish who you are, what you want to accomplish, and what your personal brand will look like.





3. Determine Your Unique Value Proposition

When you determine your unique value proposition, you can essentially summarize your personal brand into a single, compelling, impactful statement that describes you to your boss or hiring manager. Here are a few examples of unique value proposition statements:

- I help (target audience) achieve (X) through my expertise in (skillset).
- My experience in (skillset) delivers (X outcomes) for (target audience).

It's important to note that your unique value proposition doesn't need to say everything about your personal brand; it just needs to be memorable and impactful. So staying concise and to the point is a best practice when writing your unique value proposition.



4. Develop Your Look and Feel

Now that you've created your unique value proposition and know what you want your personal brand to accomplish, it's time to develop the look and feel you want your brand to convey. This includes:

- Creating a logo
- Develop a brand voice
- Write an "About" yourself statement

You can create these pieces on your own using online templates and design tools or you can hire a professional freelancer to assist. It's important not to skip this piece since it's visually and emotionally going to convey who you are to a hiring manager before they ever



5. Start Treating Yourself like Your Brand

With the above steps completed, it's time to start treating yourself like your brand. This means that every interaction or communication you have with your manager or hiring manager reflects that personal brand.

The goal is to show yourself as an impactful, compelling brand. You constantly reinforce your Unique Service Proposition in everything you do.

Creating a personal brand is a great way to stand out from other candidates if you're in a job search or move towards your career goals at your current position. Following these five steps to create a personal brand will help you think beyond creating a flashy logo or fancy resume – it helps you get to the core of who you are and what you want to professionally offer.

About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

