



• 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?

• 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?

• 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).

• 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.

Start Treating Yourself Like Your Brand

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

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.

