

4 STEPS

to Build Your Personal Brand Online

In today's internet-driven world, the standard resume and cover letter aren't enough. You need to showcase your work and expertise even before you're hired.

That means building a personal brand to highlight your accomplishments and establish credibility. And the best place to start?

Personal Brand

A brand is more than a logo. It's your professional image to the world based on what people see, hear and experience about you.

GO ONLINE

Build Your Online Brand

START HERE

GET A PERSONALIZED WEB ADDRESS FOR YOUR ONLINE SPACE

1

A domain name creates a **single destination point** for all your career and personal achievements.

Register your web address, also known as a **domain name**, with an extension (the part after the dot) that is credible and well recognized, like **.com** or **.net**.

Tip:

What better way represents **YOU** than your name? Register your actual name or a variation of it.

2

DEFINE YOUR BRAND

What **story** do you want to tell?

Education

Passions

Values

Skills

BUILD YOUR ONLINE SPACE

3

Redirect to Social Media

Use your domain name as a web address to take people directly to your LinkedIn profile or another social media page that highlights your experience.

Build a Personal Website

Got a bigger story to tell? Start a blog, create a resume page or display a portfolio of your past work online.

Use a Personalized Email Address

Instead of a generic email, use your domain name to create a personalized email address for all of your job search communications.

92% of recruiters use social media in the recruiting process.¹

76% of recruiters view sharing details about volunteer, professional, or social engagement work positively.¹

95% of recruiters anticipate the job market to remain or get more competitive.¹

GET THE WORD OUT BY PROMOTING YOUR BRAND

Share your **personalized web address**.

Leverage social media, post updates about your website and share with your network. Send emails to recruiters from your new personal-branded email address. Or add it to your resume, business card and job search applications.

Email to a recruiter

FINISH

www.PersonalSpaceOnline.com

Social media profile

Business card and resume

Start Your Journey Now

Create a personal space online to highlight your brand. Register a domain name today at www.PersonalSpaceOnline.com.

Sources

¹ The Jobvite Recruiter Nation Survey 2015. Accessed April 6, 2016. http://www.jobvite.com/wp-content/uploads/2015/09/jobvite_recruiter_nation_2015.pdf

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