

## What Do You Say After Hello?

### *Develop A **Personal Brand Statement** to Set Your Self Apart!*

A **'personal brand statement'** is a short, catchy summary that can be used to introduce yourself professionally when networking. It is typically one to three sentences long and incorporates:

- Your name
- What you do
- How you do it
- What makes you unique in the way you do it?

Begin the statement with your skills (not your education) to convey your unique value proposition – the thing that makes you stand out from others and are the best at what you do; feel free to add in some proof and/or metrics to support your statement. All this is engagingly said with a smile and a firm handshake!

Once you have crafted a solid personal brand statement, be strategic and incorporate a portion of the phrase in your website, social profiles, blogs, presentations, and any other communication material to showcase your personal brand.

When conversing with others, the goal is to develop a relationship, stating your brand statement, that should lead into a more engaged conversation with a close for continued contact.

Taken from B. Lawrence's article '[How to write a personal brand statement](#),' below are 8 steps to follow as you write your personal branding statement.

1. Write down all your skills.
2. Figure out what you love to do and who you love to do it for – what work did you do that made you feel valued and fulfilled?
3. Listen to what others are saying, so you can come up with something different that will make you stand out.
4. Identify what you do differently – pull from your skills and determine what is unique to you!
5. Who is your target audience? Figure out who you want to hire you.
6. Pull it all together into a few sentences. I do 'x' for 'y.'
7. Add adjectives and simplify it to make your message 'stick.'
8. Encourage more – a call to action, a challenge... or a bit of mystery that prompts the other person to ask you more about what you do.

#### **Sample personal brand statements:**

i.e. "Hi, my name is \_\_\_\_\_ and I make beautiful websites for companies with a cause."

i.e. "Hi, my name is \_\_\_\_\_ and I guide students to design a meaningful career journey."

i.e. "Hi, my name is \_\_\_\_\_ and I fix people so that they can return to their activities of daily living" (return to their sport / work).

i.e. "Hi, my name is \_\_\_\_\_ and I am a cryptocurrency podcast host, brand and business storyteller and all-in on AI."

i.e. "Hi, my name is \_\_\_\_\_ and I am an authentic relationship builder, energetic motivator and performance coach specializing in developing people and programs."

i.e. "Hi, my name is \_\_\_\_\_ and I help tech companies build great products through scalable, modern technologies, such as React Native and modern JS frameworks."

## Develop a **Personal Brand Statement** for Yourself

Identify your Skills:

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What do you love to do? \_\_\_\_\_

Who do you love to do it for? \_\_\_\_\_

What is unique to you?

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Who is your target audience? / Who do you want to work for/with?

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Write it out? I do 'x' for 'y'

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Now add adjectives. Write a new variation of the above statement.

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Finish with a call to action, a reason to connect, or a question.

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For example: *"I am a career coach who loves to work with students to help them design a meaningful career journey. We use the life design philosophy from Stanford University. Have you heard of it before?"*

Write your own personal brand statement and practice it with others. Get feedback, adjust, and rehearse your statement until it feels natural. Leave the listener engaged by your introduction!

Have follow up questions ready (see next page).

## What Do You Say After Sharing Your Personal Brand Statement?

### *Ask Intentional Questions!*

**Trends questions** function as effective openers.

- What trends are impacting your business right now?
- How has your business changed since you started?
- How do you think your business will change in the next several years?

**Insight questions** become slightly more personal, rather than strictly business related. They build rapport with the recruiter and allow you to demonstrate a genuine interest in their experience and insights.

- What surprises you most about your job/employer?
- What's the best lesson you've learned on the job?

**Advice questions** are similar to Insight questions and add a level of empathy. They ask the recruiter to put themselves in your shoes, going beyond vague advice, and identifying actual steps they would take if in your position.

- What do you know now that you wish you'd known when you were my age or in my position?
- If you were me, what would you be doing right now to maximize your chance of breaking into this industry?

**Resource questions** are designed to identify where your contacts go when they need information about their industry, function, or business. If you gained their trust, the recruiter might give you their business card and offer to speak to you again in the future or connect you with their colleagues.

- What resources should I be sure to investigate next?
- What next steps would you recommend for someone in my situation?
- Is there someone else you would recommend I speak with?

**Assignment questions** focus on gaining usable information. Their goal is to provide industry specific language and insight into the important work occurring at the company. The answers you get from these questions build your awareness of in-demand projects at your targeted employers.

- What projects have you done for your employer that you feel added value?
- Have any projects increased in popularity recently at your organization?
- Have you had interns or contractors in the past? If so, what sort of projects have they done?

*(This intentional question content came from the book *The 2-Hour Job Search* by Steve Dalton)*

**Tip:** Always follow up! Following an initial meeting with a contact at an event, consider following up via email/LinkedIn/phone referencing the brief interaction in your follow-up correspondence and articulate what you appreciated/learned from the contacts responses to your questions. This tells the individual you were listening to and reflected on their responses and gives you the opportunity to reinforce the authenticity of your initial interaction and further the relationship.

#### References:

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