

INTRODUCTION. As you come to the end of the Workbook, it's time to take stock of what you've learned, outline the social media networks that are most relevant to you, and TAKE ACTION. Thinking about your online personal brand will not BUILD your online personal brand. You have to "do it!"

PERSONAL BRANDING OVERVIEW. Use these basic steps, based on the worksheets, to look at the "big picture" of your personal brand image online and how it can help you with your job search or career.

- Internet You.** Complete the "Internet You" worksheet to inventory how visible you are online, and if visible, what is negative, neutral, or positive.
- Personal Branding Statement.** Complete the "Personal Branding Statement" worksheet to define your personal brand, especially from the perspective of what you can do for an employer and how that matches your own personal goals.
- Content Marketing Sketch.** Complete the "Content Marketing Sketch" worksheet to brainstorm the types of content (images, photos, text items, videos, infographics, etc.) as well as other people's content that you will produce / share to give you "food" for your social media "party."
- Job / Career Keyword Worksheet.** Keywords define how hiring managers search for candidates, so you need to identify relevant keywords that connect "what you have" with "what they want." These "keyword themes" will be found throughout all your online marketing efforts.
- Online Personal Reputation Audit.** Return to your *Internet You*, and set up a system to audit and monitor your online personal brand reputation on an on-going basis.
- Personal Brand Examples.** Imitation, they say, is the highest form of flattery. Fill out this worksheet to identify strong online personal brands that you admire, follow, and emulate. Be sure to choose a few famous online personal brands as well as those more similar to you in terms of their industry focus.
- Content Marketing Plan.** Content is King, Queen, Ace, and Jack on the Internet. Fill out this worksheet to conceptualize a detailed content marketing plan. You will need "food" for your party – both "your own" and that "of others."

RESEARCH AND INVENTORY. Once you're done with the overview worksheets, it's time to dig into each relevant social media. Use the worksheets that correspond with each social media network. Here are the "big picture" questions for each -

Blogging / personal Website

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

LinkedIn

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Facebook

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Twitter

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Instagram

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

YouTube

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself

Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Pinterest

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Amazon (book publishing via Kindle / CreateSpace)

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Google+

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Snapchat

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Tumblr

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.
It is very relevant relevant not relevant

Other: _____

Yes, it makes sense for my personal brand image as
 a TRUST INDICATOR and/or a way to PROMOTE myself
 Yes, I see my target audience on this network. No, I do not.

It is very relevant relevant not relevant

Other: _____

Yes, it makes sense for my personal brand image as

a TRUST INDICATOR and/or a way to PROMOTE myself

Yes, I see my target audience on this network. No, I do not.

It is very relevant relevant not relevant

SET UP AND ON-GOING. For all of the networks above, divide your efforts into first “**setting up**” the social network, and then on an on-going basis, populating it with **content**. In addition, you’ll need to constantly **promote** each social network, and finally **measure** the “return on investment” as to whether an individual network is helping you with your job search and career-building goals. **Good luck!**