**How to create a Personal Brand Strategy**

**LCF Graduate Futures**

**2023**

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| **Establish your Goals** | **Determine your Target Audience** | **Define your USP** |
| * Are you looking for your first job? * Are you considering freelancing? * Are you looking to transition into a different industry following graduation? * Are you considering starting your own business? | * Who are you trying to reach? * What are their roles? * What’s their industry? * Where are they located? * What social media and professional networking platforms will you use? * How can you they help you and vice versa? | * What are the things that make you unique? * What are your specific talents and expertise? * What do you know more about than most people? * What are 3 key attributes you possess |
| **Create a Mission or Personal Statement** | **Communicate your Personal Brand** | **Set your Key Measurables** |
| * What do you do? * How do you do it? * Why do you do it? * What are your values? * Where do you want your career to take you? | * What key documents will reflect your Personal Brand? * How will you communicate with your audience? * What social media channels will you use? * What professional networking platforms will you use? * What events will you attend? | * How do you want to measure success? * What will be the 3 - 4 key deliverable that will mean you have achieved your goals?   Will they be: *role, brand, location, salary, benefits, career development opportunities, etc*. |

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