**How to create a Personal Brand Strategy**

**LCF Graduate Futures**

**2023**

|  |  |  |
| --- | --- | --- |
| **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*. |

|  |  |  |
| --- | --- | --- |
| **Establish your Goals** | **Determine your Target Audience** | **Define your USP** |
|  |  |  |
| **Create a Mission or Personal Statement** | **Communicate your Personal Brand** | **Set your Key Measurables** |
|  |  |  |