



DEFINE YOUR PROFESSIONAL AND PERSONAL BRAND WITHOUT CHANGING WHO YOU ARE

If you don't
intentionally define
your brand,
someone else will.

TOP 10 WAYS TO CREATE A MAGNETIC BRAND

1. DRESS CONSISTENTLY

Figure out what looks good on you and stick to it. Keep it relatively simple and tasteful, with a few interesting details.

2. DESIGN YOUR SPACE REFLECT YOU

Make sure that everything in your work space is a positive reflection of you. Choose art and details which express your interests and good judgement.

3. BE DETAIL ORIENTED

Choose to wear and surround yourself with details that show your unique style and experiences.

4. KNOW YOURSELF

Have a clear idea of what you value, why you're doing the work you do, and how you do your best work and lean into that every chance you get.

5. SHARE STORIES WHICH REFLECT YOUR VALUES

Be prepared with a few stories or life lessons you've learned, which communicate who you are. Build trust by intentionally avoiding gossip and negative talk.

6. EMBRACE WHAT MAKES YOU DIFFERENT

Set yourself apart by being yourself. Being genuine on purpose allows you to choose the parts of yourself that fit in with the office culture and that support the way you want to be seen.

7. FOCUS ON OTHERS

Show your confidence by elevating and celebrating the people around you. Listen more than you talk and ask how you can be helpful.

8. MANAGE YOUR SOCIAL IMAGE

Make sure that your social media posts and pictures consistently reflect what you want people to know about you.

9. LIVE IN CURIOSITY

Be interested in what you don't already know - ask questions, strive to truly understand what matters to people, what they need, and find ways to connect.

10. HAVE A VISION

Take the time to develop a wildly exciting vision for your life. Imagine that the world is conspiring to help you get there and sweeping you along toward it every day.