

A personal brand is simply about managing your digital reputation so that it represents you and your expertise authentically.

**This workbook will help you discover your unique qualities and experience, and how to show that online to your network to gain authority and credibility.**



# MODULE 1 WORKBOOK



**The Shortcut to Authority & Credibility**  
How to Get in Front of the C-suite & Get Results

<b>LINKEDIN PROFILE AUDIT</b>	1
<input type="checkbox"/> Claim your customised URL	1
<input type="checkbox"/> Review your profile photo	2
<input type="checkbox"/> Upload a background photo	3
<input type="checkbox"/> Write an awesome headline	3
<input type="checkbox"/> Include a personal summary	5
<input type="checkbox"/> Update work experience	6
<input type="checkbox"/> Add rich media	6
<input type="checkbox"/> Give (and ask for) a recommendation	7
<input type="checkbox"/> Character limits	8
<input type="checkbox"/> Additional resources	9
<b>DEFINE YOUR PERSONAL BRAND</b>	11
<input type="checkbox"/> What are your principles?	11
<input type="checkbox"/> What are your superpowers?	15
<input type="checkbox"/> Discover your personality	17
<input type="checkbox"/> Put all together with positioning	20
<input type="checkbox"/> The You-niverse	23
<input type="checkbox"/> What are your strengths?	23
<b>PERSONAL BRAND ACTION PLAN</b>	26
<input type="checkbox"/> Social media automation	26
<input type="checkbox"/> Content curation	27
<input type="checkbox"/> Engagement	28

# 1

# LINKEDIN PROFILE AUDIT

## OBJECTIVE



Ensure your LinkedIn profile is optimised.

## TIME

2 hours

## Claim your customised URL

LinkedIn assigns a computer-generated username when you create your account and it looks like it. Make your profile more professional and easier to remember by changing it to your first and last name, or first initial and last name or similar combinations.

1. Click the  Me icon at the top of your LinkedIn homepage.
2. Click View profile.
3. On your profile page, click Edit public profile & URL on the right rail.
4. Under Edit URL in the right rail, click the  Edit icon next to your public profile URL.
5. It'll be an address that looks like `www.linkedin.com/in/yourname`.
6. Type the last part of your new custom URL in the text box.
7. Click Save.

If you're really into social media and are on a few different platforms, then think about synchronising your username across them all.

For example, I have warwickabrown on LinkedIn, Twitter, Instagram, Facebook, Pinterest and Snapchat so it's easy for people to find me everywhere.

## □ Review your profile photo

*Visit: Put your photo through the [Snapper photo analyser](#) which uses an algorithm to let you know where your photo succeeds and where it needs help.*

Is your photo still current? If it's years old or you don't look like that anymore (e.g. a change of hair style or a beard) then replace it. Make sure your profile photo represents who you are and is you're dressed professionally.

- ☑ Pick up a **phone tripod and Bluetooth remote** for under \$20. It makes so easy to take as many selfies as you want.
- ☑ Use natural light – face the window.
- ☑ Because your photos appear as small thumbnails you should crop it before you upload it to show your head and neck only. I suggest 800 (w) x 800 (h). It should be about 60% of the frame (close... but not too close)



Visit the Resources section for more LinkedIn Profile Photo Tips

## □ Upload a background photo

Don't forget to change your background photo. It's one of the first things people will notice and so many leave it as the LinkedIn default. It looks unfinished and unprofessional.

Besides, why waste the real estate when you can use it to tell visitors more about you and what you're about before they read a single word.

The recommended dimensions are 1584 (w) 396 (h). This is exactly 4:1 ratio Some tips:

- ✓ Look for images with some negative space on the left-hand side – because that's where your LinkedIn profile photo is and it will obscure part of the image.
- ✓ Showcase an image that represents your industry or something your passionate about. You can have fun with it. Don't be completely literal – think a little creatively. For example:
  - If you're into gaming you might use an image of a vintage arcade game.
  - If enjoy travel, you might use a hand drawn world map.
  - If like art, you might use some paint splatters.
  - If you like skiing, you might use a picture of the alps.
  - If you're in retail, you might use a picture of an old cash register.
  - If you're in banking you might use a picture of a stock ticker.
  - If you're in computing you might use a matrix-style photo of coding.
- ✓ If you're still unsure then just use an interesting pattern.

Visit: [Unsplash](#) and [Pexels](#) are great resources for fantastic quality free photos.

## □ Write an awesome headline

When you appear in search results in LinkedIn, so does your headline. The default headline is automatically pulled from your work history and lists your current position and company. So, it may not say a lot about your or even get you found when people are looking for you.

An attention-grabbing headline makes you stand out in search results and may make the difference between the C-suite checking out your profile or clicking away.

READ: 7 LinkedIn Profile Summaries that We Love (And How to Boost Your Own).

Get them intrigued by saying something interesting. Start with writing about the value you provide and what differentiates you.

Mine says:

*Key account management strategist and coach helping organisations grow client revenue and retention #amtips*

I simply state what I do and who I help. I've also included the hashtag I use for all my posts, so my content can easily be found.

Write 10 different versions and keep the one you like best.

READ: How to write a LinkedIn Summary (About Section): Examples and Tips

## **Include a personal summary**

Use this section as you would your elevator pitch. Focus on what you do, how you help your clients and any calls to action. Professional doesn't mean boring so feel free to inject a little personality.

Always write in the first person and keep the C-suite in mind – it should appeal to them and be relevant to your current job.

You get 2,000 characters, so a little bit more than a LinkedIn post. This is a good chance to tell your story and bring your skills to life.

## □ Update work experience

You don't need to add job descriptions or key skills. LinkedIn isn't as formal as a resume. Think about breaking each role into two sections:

READ: A Practical Guide to Powerful Keywords in Your LinkedIn Profile

- ✓ What I do (or did) : I help [my target audience] achieve [their top goals]
- ✓ How I do (or did) it: by providing [my solutions]
- ✓ Relevant achievements

Here's how you might write it:

*I helped organisations effectively manage their business travel spend, improve policy compliance and optimise their supply chain. I did this through strategic account plans and opportunity analysis that delivered savings across my client base of £12m.*

Keep it to just a paragraph. Save the details for your resume.

It's important to use the right keywords to communicate your expertise so that you're easily searchable and can be found by recruiters, clients and prospects.

If you've been working a while, you don't need to include EVERY job you've ever had. I stop at about 15 years. Before that I was in other industries and roles that aren't really relevant to what I'm doing today.

## □ Add rich media

You can add media to your profile such as links to blog posts and articles, videos, SlideShare presentations, images and infographics and more. These need to be your own work and are a great way to demonstrate your value because you're not just telling them, you're showing them!


For example, in your experience section share details of specific solutions, opportunities you pursued, how you discovered them, how they helped your clients and what you learned along the way. It doesn't



have to be an actual presentation you used during that role. You can create one just for LinkedIn to give attention to a career success.

### How to add rich media

Click the  Me icon at the top of your LinkedIn homepage.

1. Select View profile from the dropdown.
2. Click the  Edit icon at the top of your profile to the right of your picture.
3. Under Media, click one of the following options:
4. Upload - To add a media sample from your computer. Select your sample and click Open to upload it to LinkedIn.
5. Link - To link to an online media sample. Input your media link into the Paste or type a link to a file or video field and click Add.
6. In the Edit Media pop-up window, edit the Title and Description as needed.
7. Click Apply at the bottom right of the pop-up window to upload your media sample.
8. Click Save.

### Give (and ask for) a recommendation

TIP: How to Ask for a LinkedIn Recommendation That Works For You

Get into the habit of regularly giving recommendations. It's good Karma. It doesn't take long and you'll make someone's day when you send it. It also reflects well on you if you've taken the time to write them.

On the flip side, don't be afraid to ask for a recommendation. If you've had some great results, a glowing comment from a client or finished a successful project – think about requesting a recommendation.

The easiest way I've found to get recommendations is when someone pays me a compliment in an email or message for some work I've done. I'll immediately write back and say would you mind copy/pasting that into a LinkedIn recommendation.

It takes time to write a thoughtful recommendation so don't worry if people don't take action immediately. Send a reminder after a couple of weeks if you need to.

## □ Character limits

When you're updating your LinkedIn profile take note of the character limits for each area of your profile. It's important to note the cut-off point for where your text will be truncated in the display. The basic rule is to open with an interesting sentence to encourage people to click to view more.

### **Your LinkedIn Profile:**

Banner/Hero image: 1584 x 396 pixels (4:1 proportion)

Profile photo: any size between 400 x 400 & 20,000 x 20,000 pixels will work

Name: first name: 20 characters, last name: 40 characters

Headline: 120 character limit (try editing on mobile app for extra characters!)

Summary: 2,600 character limit

Summary cut-off desktop: 270-320 characters (before clicking 'See more')

Summary cut-off mobile: 20-25 characters

Position title: 100 character limit

Position description: 200 character minimum (2000 max)

Rich media: 6 per experience entry, 4 visible

Recommendations: 3,000 character limit

Recommendations visible: 2 (ordered by date)

Skills: 50 max

Endorsements: 99 (count) visible, unlimited

Top skills (most visible): 3

### **Your Contact Info:**

Website Anchor text: 30 maximum characters

Website URL: 256 maximum characters

Vanity (custom) URL: 5-30 characters (after 'www.linkedin.com/in/')

Phone number: 25 character limit

IM (Instant message): 25 character limit

Address: 1,000 character limit

### **Your LinkedIn Status Updates (Posts):**

Post cut-off: 210 characters or less (before clicking 'See more')

Post body: 1,300 characters

## □ **Additional resources**

- ✓ **LinkedInformed Podcast**  
Hosted by Mark Williams – this weekly show keeps you updated on all the latest LinkedIn trends and features.
  
- ✓ **Nemo Radio**  
Hosted by John Nemo, author of LinkedIn Riches, this podcast discusses online sales, marketing and motivation but heavily focused on LinkedIn.
  
- ✓ **LinkedIn Unlocked**  
Great book by Melonie Dodaro on how to 10x your LinkedIn profile to build authority, credibility and trust. Lots of social selling advice as well.

PERSONAL BRANDING IS ABOUT  
BUILDING AUTHORITY THAT  
GETS PEOPLE TO PAY  
ATTENTION TO YOUR MESSAGE  
AND WANT TO SHARE IT AND  
RECOMMEND IT TO OTHERS.

- MARK TRAPHAGEN

# 2

## DEFINE YOUR PERSONAL BRAND

### OBJECTIVE

Understand your core values, strengths and personality and use these to manage your online reputation.

### TIME

1 hour

### What are your principles?

What matters to you most? Your core values are all about what you stand for and they guide your behaviour, your decisions and your actions.

**Make a list of your values – choose the 10 most important to you and rank them in order.**

Here's a list to help you:

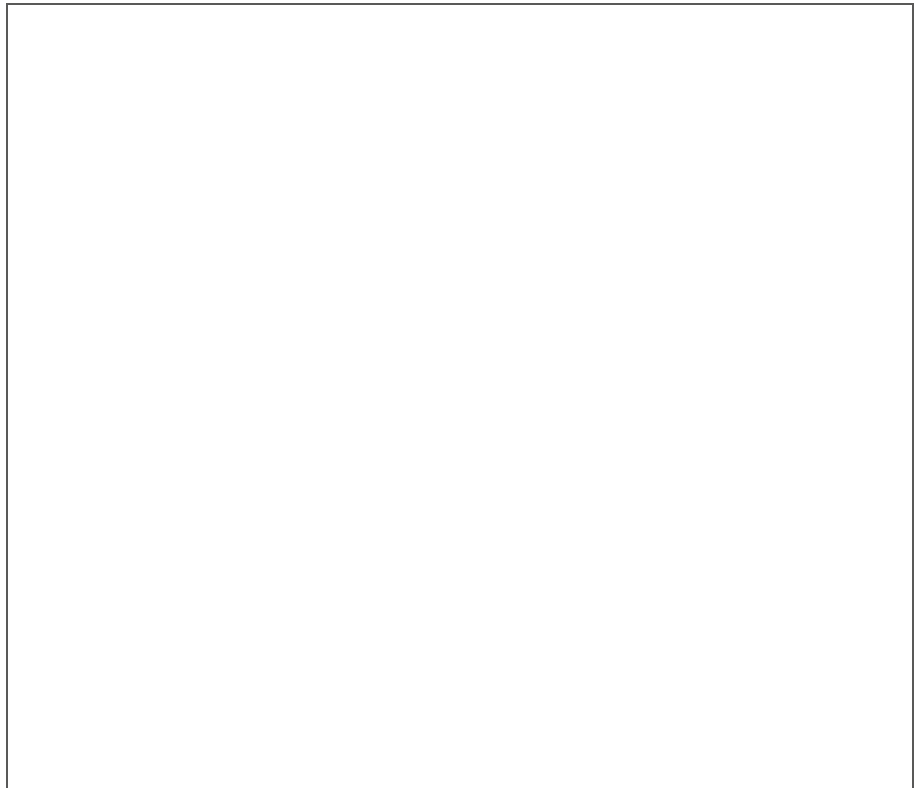
Acceptance	Assertiveness	Capable
Accomplishment	Attentive	Careful
Accountability	Awareness	Certainty
Accuracy	Balance	Challenge
Achievement	Beauty	Charity
Adaptability	Boldness	Cleanliness
Alertness	Bravery	Clear
Altruism	Brilliance	Clever
Ambition	Calm	Comfort
Amusement	Candour	Commitment

Common sense	Dedication	Greatness
Communication	Dependability	Growth
Community	Determination	Happiness
Compassion	Development	Hard work
Competence	Devotion	Harmony
Concentration	Dignity	Health
Confidence	Discipline	Honesty
Connection	Discovery	Honour
Consciousness	Drive	Hope
Consistency	Effectiveness	Humility
Contentment	Efficiency	Imagination
Contribution	Empathy	Improvement
Control	Empower	Independence
Conviction	Endurance	Individuality
Cooperation	Energy	Innovation
Courage	Enjoyment	Inquisitive
Courtesy	Enthusiasm	Insightful
Creation	Equality	Inspiring
Creativity	Ethical	Integrity
Credibility	Excellence	Intelligence
Curiosity	Experience	Intensity
Decisive	Exploration	Intuitive
Decisiveness	Expressive	Irreverent

**TIP:** Visit the bonus resources to download a copy of the eBook *The Secrets to Getting Noticed on LinkedIn* to help spring clean your profile and get started with content creation too.

Joy	Peace	Rigor
Justice	Performance	Risk
Kindness	Persistence	Satisfaction
Knowledge	Playfulness	Security
Lawful	Poise	Self-reliance
Leadership	Potential	Selfless
Learning	Power	Sensitivity
Liberty	Present	Serenity
Logic	Productivity	Service
Love	Professionalism	Sharing
Loyalty	Prosperity	Significance
Mastery	Purpose	Silence
Maturity	Quality	Simplicity
Meaning	Realistic	Sincerity
Moderation	Reason	Skill
Motivation	Recognition	Skilfulness
Openness	Recreation	Smart
Optimism	Reflective	Solitude
Order	Respect	Spirit
Organization	Responsibility	Spirituality
Originality	Restraint	Spontaneous
Passion	Results-oriented	Stability
Patience	Reverence	Status

Stewardship	Thoughtful	Unity
Strength	Timeliness	Valour
Structure	Tolerance	Victory
Success	Toughness	Vigour
Support	Traditional	Vision
Surprise	Tranquillity	Vitality
Sustainability	Transparency	Wealth
Talent	Trust	Welcoming
Teamwork	Trustworthy	Winning
Temperance	Truth	Wisdom
Thankful	Understanding	Wonder
Thorough	Uniqueness	





## □ What are your superpowers?

What are your personal strengths? What are the things you are known for? What skills do you have and what do people ask your help with? What do you love doing? **Choose the 10 you're best at.**

Here's a list to help you get started, but don't be limited to these.

Adapting	Developing people	Hosting
Administering	Directing	Imagining
Analysing	Devising	Implementing
Arranging	Discovering	Influencing
Advising	Data input	Initiating
Budgeting	Empathizing	Innovating
Building teams	Evaluating	Interviewing
Briefing	Examining	Instructing
Balancing	Explaining	Judging
Communicating	Editing	Learning
Controlling	Empowering	Listening
Coordinating	Fixing	Locating
Creating	Formulating	Launching
Checking	Finalising	Leading
Counselling	Gathering information	Managing
Compiling	Generating ideas	Mentoring
Coaching	Giving feedback	Monitoring
Deciding	Helping	Motivating
Detailing	Handling	Marketing

Negotiating	Qualifying	Team-working
Navigating	Researching	Troubleshooting
Observing	Resolving	Training
Organizing	Reporting	Tracking details
Overhauling	Recording	Thinking creatively
Overseeing	Repairing	Understanding
Persuading	Reviewing	Uniting
Planning	Scheduling	Upgrading
Preparing	Selling	Updating
Presenting	Supervising	Volunteering
Problem-solving	Simplifying	Verifying
Proofreading	Speaking	Writing
Prioritizing	Strategizing	
Questioning	Teaching	



## □ Discover your personality

Your personality has a lot to do with how you engage and interact with your clients and colleagues and brings the other elements of your personal brand to life. This list of 50 traits will get you started.

**Choose the 10 that best represent you.**

Adventurous: I take risks.

Curiosity: I am eager to learn.

Ambitious: I am driven to succeed.

Determined: I am self-motivated.

Approachable: I work well with others.

Adventurous: I take risks.

Articulate: I express myself well in front of groups.

Ambitious: I am driven to succeed.

Autonomous: I use initiative.

Approachable: I work well with others.

Calm: I stay level-headed in a crisis.

Articulate: I express myself well in front of groups.

Charismatic: I can be a leader when need be.

Autonomous: I use initiative.

Cheerful: I develop a positive work environment.

Calm: I stay level-headed in a crisis.

Clever: I can juggle multiple tasks.

Charismatic: I can be a leader when need be.

Competitive: I thrive under pressure.

Cheerful: I develop a positive work environment.

Confident: I am not afraid to ask questions.

Clever: I can juggle multiple tasks.

Cooperative: I get along well in a team setting.

Competitive: I thrive under pressure.

Courteous: I care about workplace atmosphere.

Confident: I am not afraid to ask questions.

Creative: I think outside the box.

Cooperative: I get along well in a team setting.

Courteous: I care about workplace atmosphere.

Creative: I think outside the box.

Curiosity: I am eager to learn.

Determined: I am self-motivated

Devoted: I am committed to the company's success.

Diligent: I always work my hardest.

Easy-going: I easily adapt to new situations.

Educated: I possess formal training.

Efficient: I have very quick turnover time.

Eloquent: I have strong communication skills.

Energetic: I am able to work long and hard hours.

Enthusiastic: I put my all into every project.

Flexible: I am able to adapt my priorities.

Focused: I am goal oriented.

Friendly: I am easy to work with.

Honest: I value integrity.

Imaginative: I am inventive in my work process.

Independent: I need little direction.

Inexperienced: I am a blank pallet.

Inquisitive: I am excellent at gathering information.

Insightful: I can read between the lines.

Intuitive: I can sense when there is a problem.

Meticulous: I pay attention to the small details.

Open-minded: I take constructive criticism well.

Opinionated: I am comfortable voicing opinions.

Organized: I am a meticulous planner.

Patient: I am not easily ruffled.

Perceptive: I can read people effortlessly.

Persuasive: I am a natural salesperson.

Procedural: I work best with structure.

Punctual: I have great time management skills.

Quiet: I am a great listener.

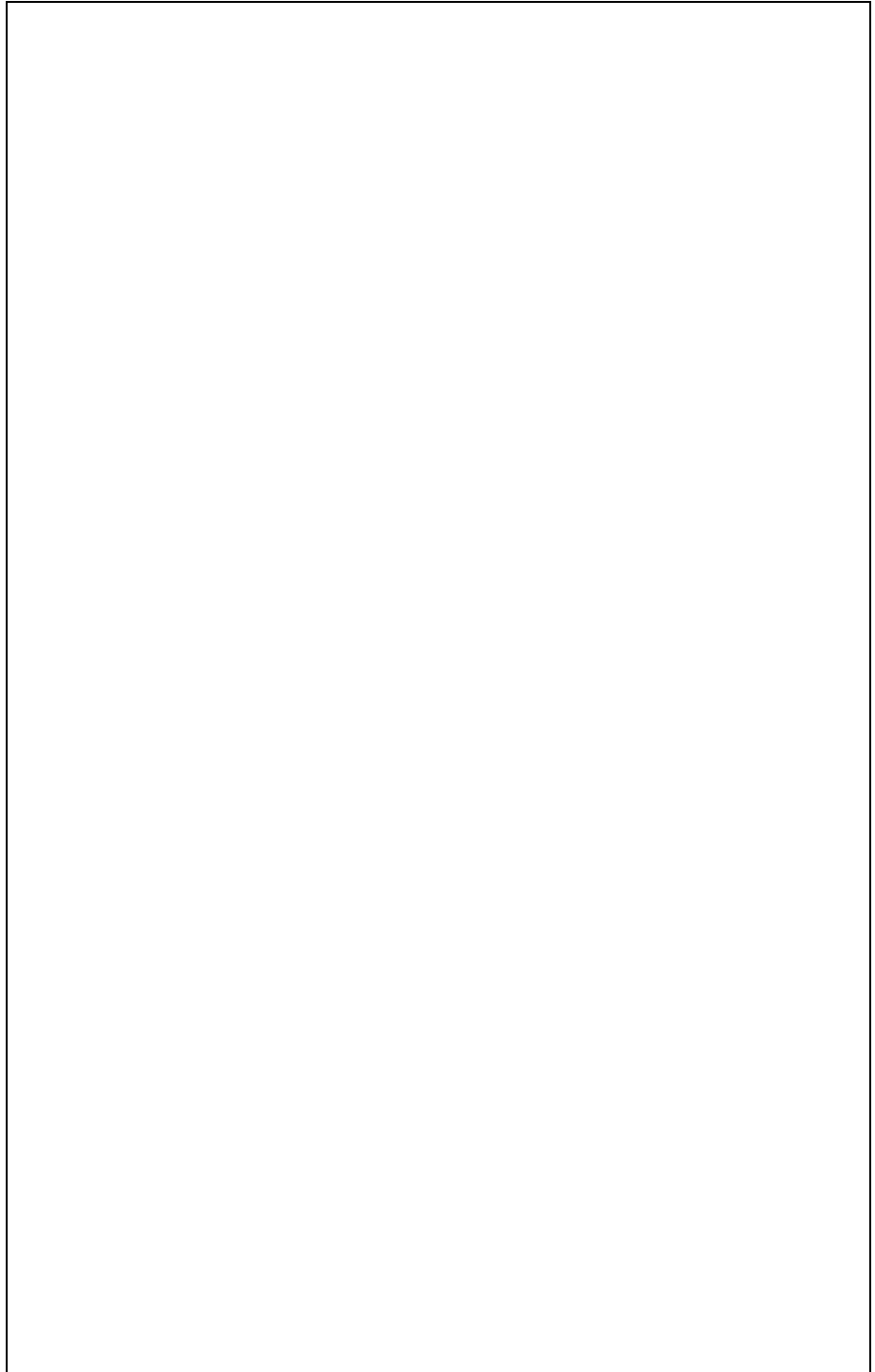
Relaxed: I do not stress easily.

Resourceful: I use every tool at hand.

Responsible: I always finish a task on time.

Talkative: I am comfortable initiating a dialogue.

Technological: I am industrially savvy.



## □ Put all together with positioning

This is the final step where we bring together the principles, your powers and your personality to craft a personal brand promise that describes what you do, how you'll make others feel and what their experience looks like.

Look back at your notes for the three P's: Principles, Powers and Personality.

How can pull this together into a Positioning Statement? This is what you want to be known for.

Start with rational value – which is basically what functions do you perform?

Next is emotional value – what do you want people to feel when they think of you?

Finally pull all this together into a brand experience promise. You could also think of this as an elevator pitch or even a headline.

**A completed example is on the next page.**



## MY PERSONAL BRAND PROMISE

<ul style="list-style-type: none"> <li>☑ Transparency</li> <li>☑ Reliability</li> <li>☑ Integrity</li> </ul>	<ul style="list-style-type: none"> <li>☑ Helping others</li> <li>☑ Quality</li> <li>☑ Accountability</li> </ul>	<b>PRINCIPLES</b>
<p>What I'm good at</p> <ul style="list-style-type: none"> <li>☑ Analysing</li> <li>☑ Mentoring</li> <li>☑ Problem Solving</li> <li>☑ Team building</li> <li>☑ Technical expertise</li> <li>☑ Making the complex simple</li> <li>☑ Account management</li> <li>☑ Innovation</li> <li>☑ Planning and strategy</li> </ul>	<p>What I love doing</p> <ul style="list-style-type: none"> <li>☑ Helping account managers develop the skills and confidence to become more strategic.</li> <li>☑ Creating plans and processes that make life easier.</li> </ul>	<b>POWERS</b>
<ul style="list-style-type: none"> <li>☑ Fun</li> <li>☑ Approachable</li> <li>☑ Relaxed</li> <li>☑ Creative</li> </ul>	<ul style="list-style-type: none"> <li>☑ Energetic</li> <li>☑ Organised</li> <li>☑ Resourceful</li> </ul>	<b>PERSONALITY</b>
<p>Rational value</p> <ul style="list-style-type: none"> <li>☑ Account management leader in business travel</li> <li>☑ Develop teams</li> <li>☑ Grow client revenue</li> <li>☑ Reduce churn</li> </ul> <p>Emotional value</p> <ul style="list-style-type: none"> <li>☑ Fun</li> <li>☑ Simple</li> <li>☑ Collaborative</li> <li>☑ Creative</li> <li>☑ Action orientated</li> </ul>	<p>Personal Brand experience</p> <p><i>Helping busy account managers get results with practical advice and tools that drive revenue and retention without the overwhelm.</i></p> <p><i>A passionate, straight-talking advocate for the value of account management.</i></p>	<b>POSITIONING</b>

## MY PERSONAL BRAND PROMISE

PRINCIPLES		
POWERS		
PERSONALITY		
POSITIONING		



## □ The You-niverse

The 4ps of personal branding reveal the areas you will focus on to establish your credibility and expertise.

Think about the content you may need to create, the skills you have and the relationships and networks you want to build.

Go the to the **You-niverse diagram on Page 24** and choose up to 6 areas that will become the pillars of your personal brand.

In the next lesson you'll learn how to create a personal branding action plan that establishes your expertise and authority in these areas.

## □ What are your strengths?

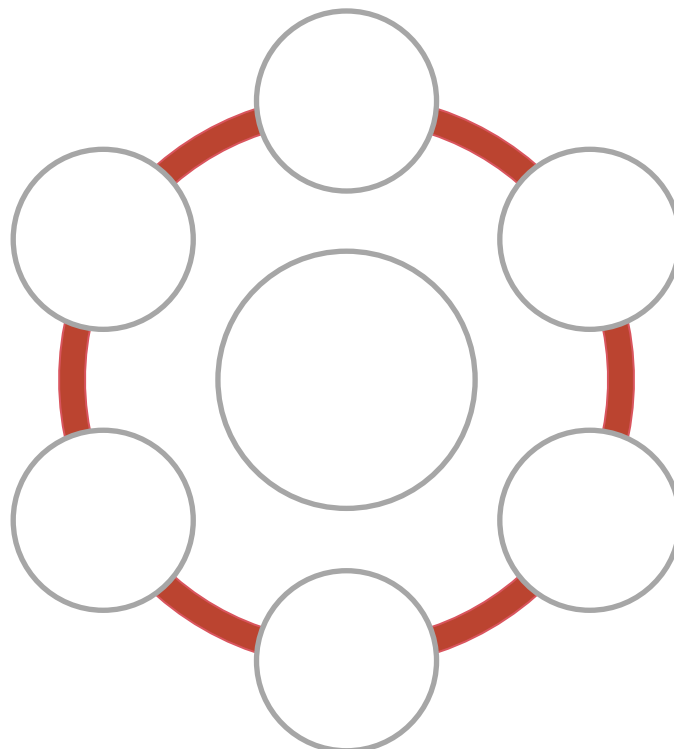
If you want to explore this a little further, here are some free online surveys to help you discover what strengths you rely on the most and how to make the most of your gifts.

- ☑ **Via Character Strengths Survey**. Research has found that only 1/3 of people have an active awareness of their strengths. The VIA Survey has been taken by over 8 million people in 190 countries so they can discover their greatest strengths and how to use them in everyday life.
- ☑ **High 5 Strengths Test**. Find out what you're naturally good and use your strengths to be happier, more engaged and more likely to achieve your goals.
- ☑ **Personal Strengths Inventory**. 30 minutes to complete, this assessment will help you Understand which strengths you rely on most, how your strengths manifest in your daily life, and how to make the most of your natural gifts.

Example You-niverse



Fill in your You-niverse – what six topics do you want to be known for?



Personal branding is about managing your name — even if you don't own a business — in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.

- Tim Ferris

# 3

## PERSONAL BRAND ACTION PLAN

We're going to set up a simple social media management strategy to grow your personal brand, establish your authority, expertise and credibility. The focus is on LinkedIn because of the B2B audience but you can apply this to any of the social media platforms you are on.

### OBJECTIVE

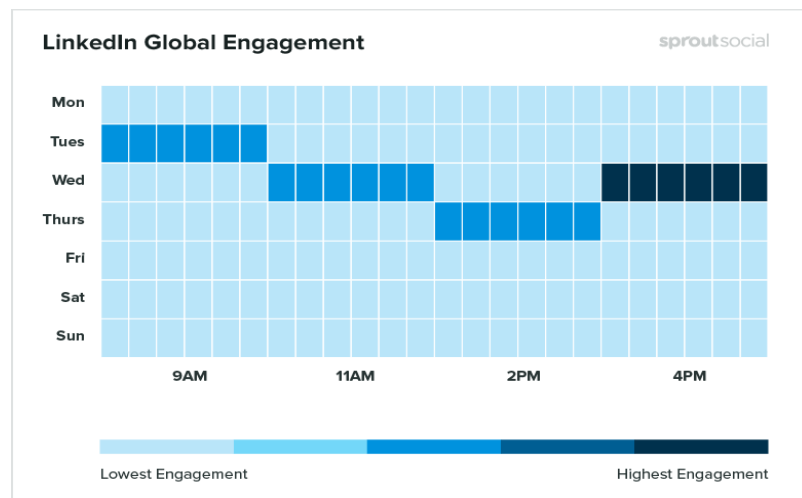
Define a social media action plan to engage your network and expand your authority.

### TIME

2 hours

### Social media automation

Social media automation is the simplest way to publish content to your LinkedIn profile. Consistency is more important than frequency. There's no point having a burst of posts over two weeks and then disappearing for a month. You'll gain better visibility and engagement if you post the same time and day every week. Engagement varies, so post at the times your target audience is online.



## Set up a Buffer Publish account

**WATCH:** Check out the bonus training video on How to Schedule Content with Buffer

- ✓ Visit [Buffer.com](https://buffer.com) and create a free account
- ✓ Connect your LinkedIn profile
- ✓ Set your posting frequency – both day and time. Minimum once per week, maximum is once per day. 2018 research by Sprout Social says:
  - The best time to post on LinkedIn is Wednesday 3 to 5 p.m.
  - Wednesday is the best day to post to LinkedIn.
  - Engagement varies per day, but Tuesday through Thursday rank best.
- ✓ Download the Buffer app for your phone
  - [iTunes](#)
  - [Google Play](#)
- ✓ Download the Buffer browser extensions
  - [Firefox](#)
  - [Chrome](#)

## Content curation

It's time to fill up your social media queue and find content you think your network will find valuable.

Search for articles and videos that are relevant to your personal brand which you defined in Lesson 2.

Start by searching LinkedIn. You can also visit my [Business Trends Twitter List](#) that features many professional consultancy firms and respected business journals for more inspiration.

When you post a link, add some comments that explain to your network why they should read the article.

You don't always have to post a link to an article. You can post images, text only and video posts too. Mix things up a little.

Think about a theme for your posts. Here's what a 3-day schedule might look like:

- ✓ Monday – motivational quote and a personal story to go with it
- ✓ Tuesday – a quick tip
- ✓ Thursday – a thoughtful long form article.

## Engagement

You can't automate engagement. Spend time with your network and interact with your feed. Never simply like a post. Contribute to the conversation by leaving comments or asking questions. Schedule 30 minutes in your diary every week to:

- ✓ Send connection requests
- ✓ Accept connection requests
- ✓ Respond to messages
- ✓ Review who's viewed your profile
- ✓ Review notifications
- ✓ Find and share content
- ✓ Leave insightful comments, ask questions or start a conversation on posts shared by your network.

YOUR PERSONAL  
BRAND IS WHAT  
PEOPLE SAY ABOUT  
YOU WHEN YOU ARE  
NOT IN THE ROOM.

- CHRIS DUCKER



The KAM Club is a private learning community for key account managers who are short on time, big on vision and ready to make an impact on their clients and their careers.

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