



It's time to let your story shine!

Use this workbook of quick tips to thoughtfully begin to build a killer personal brand and impress your target audience.

First, congratulations for taking the important first step toward taking control of your story. After all, why would you want to let random Google results and half-completed social media profiles speak on your behalf? It's time for you to tell your own story, with purpose and intention. Your story online should truly reflect how special and talented you are offline in your daily life.

Who will benefit from this workbook?

- 🕒 Everyone actively looking for a new job
- 🕒 Everyone not actively looking for a new job, but open to hearing about new opportunities
- 🕒 Consultants and coaches interested in reaching new clients
- 🕒 Service professionals, including attorneys, realtors, financial advisors

If you ever start new projects with the best of intentions only to get distracted along the way, don't worry. We've got you covered. Be sure to read through to the end where a special bonus to support your efforts awaits you.

Are you ready to stand out and shine? Let's get started.

Give some thought to each step. Write whatever first comes to mind. Don't get bogged down by over-analyzing your answers. Keep moving forward. You can return to your answers and change course should you want to at any point.



Write Your Own Story

Ask yourself, “What do I want to be known for? What are the skills, work experiences, passions, and achievements I possess and want employers or customers know about me?”

What are your most valuable strengths and personal attributes?

Tip: Ask others for feedback. Often, friends and coworkers will suggest strengths and attributes they see as valuable that you hadn't even recognized yourself. What words or themes did you hear from them?



STEP
2

Audit Your Story

Now that you know what you want others to learn about you online, it's time to Google yourself to discover the story the internet is telling about you right now. Most employers and prospective clients look us up online before deciding to contact us. Imagine how valuable it could be to see the version of your story that they're seeing.

Although most people only view the first two pages of search results, take a good look at the first four pages. What do you see?

What about your social media accounts? How well are they supporting your story? Take a hard look at each of your social media accounts, keeping in mind that you want to view them from the point of view of someone who doesn't know you at all. Do your profiles have a relevant bio? Is the information complete and up-to-date?

Many of our best ideas are inspired by others. This is more true than ever at a time when seemingly limitless content is available online. Think of at least three people you admire. For example, consider peers, friends, or thought leaders in your industry. Google them and check out their social media accounts. How does your story online compare to theirs? What inspiration can you draw from what they've showcased online and, if relevant to your story, how can you apply it to your own?



Step Back and Assess

Imagine that you are an employer with a job opening that would be perfect for you. They may know nothing about you, other than what they discover online. What type of impression does your story make right now? Does it shine in a way that will convince that employer that you're someone they definitely need to talk to?

Think back to the story you want to tell about your unique skills and talents that you want to highlight. Is this information easily found by others? What's missing and how can you improve?



Leverage Your Social Media profiles

Now that you know where you're headed, it's time to take action. Let your answers to the prior questions serve as your guide for action.

Next steps to take on all of your social media accounts. This primarily includes: LinkedIn, Twitter, Instagram, and Facebook.

- Clear headshot on your profile
- Use your real name
- Include your education, work experience, skills, internships, volunteer work
- Wherever possible, include relevant links that tie into your story. Examples: other social media accounts, relevant videos you've created, an online portfolio of your work, or your blog/website
- (Special note about Facebook: Facebook allows you to choose what to make public and what to keep private. I strongly recommend visiting the 'About' section of your profile and making the items listed above public. This way, rather than landing on a blank profile, interested employers will see key elements of your story.)

Review all public posts you've made on all accounts. See anything you don't want a prospective employer or client to see? Now's the time to get rid of it and minimize the distraction.



Build and nurture relationships

How well do your online connections reflect the people you know offline? Have you connected with coworkers, managers, friends from school, mentors, instructors, and business partners?

With a few occasional exceptions, connecting with this group on social media (especially on LinkedIn) can be an important asset. Think about who you know. Look through your list of contacts. Who should you connect with now?

In a job search, people often message their entire network to ask for help before taking the time to build relationships with them first. Keep in mind that the most effective networkers always give before they ask.

Every day, take a few minutes on each social media platform to read updates posted by your connections. Then, ask yourself how you can be of service to them. If someone has started a new job, take the time to send them a sincere note of congratulations. Has one of your connections posted an interesting article? Read it and share your thoughts about it. You'll find that your network will be more receptive to your requests for assistance or an introduction if your interactions online are focused on them and their needs.



STEP
6

Prove It

Now that you're clear on the story you want to tell about yourself, it's time to prove it. It's one thing to simply list skills and experiences on your profile; it's another thing entirely to demonstrate them through the content you share.

Which part of your skills, talents, and passions are most important to prospective employers or clients?

It's time to get creative and think of interesting ways to prove what you know.

Examples:

- 🕒 Share links to relevant news articles and add your own thoughts.
- 🕒 Record a video review of a new app. Explain what you like about it and what you'd do differently if you had the chance to improve it.
- 🕒 Share photos of you working as a volunteer for a non-profit organization.



As an added extra bonus, [you are invited to join our private Facebook group](#), where you can ask questions, find an accountability partner to stay on track, and gain support from others also working to better tell their own stories online.

www.facebook.com/groups/754159518094774/



For additional tips and resources, please visit IreneKoehler.com



For those seeking personalized expert guidance, we invite you to apply for a one-on-one strategy session. The session includes a detailed look at your current online story and specific recommendations to move you forward toward your individual goals.

[Contact us for details.](#) hello@irenekoehler.com

