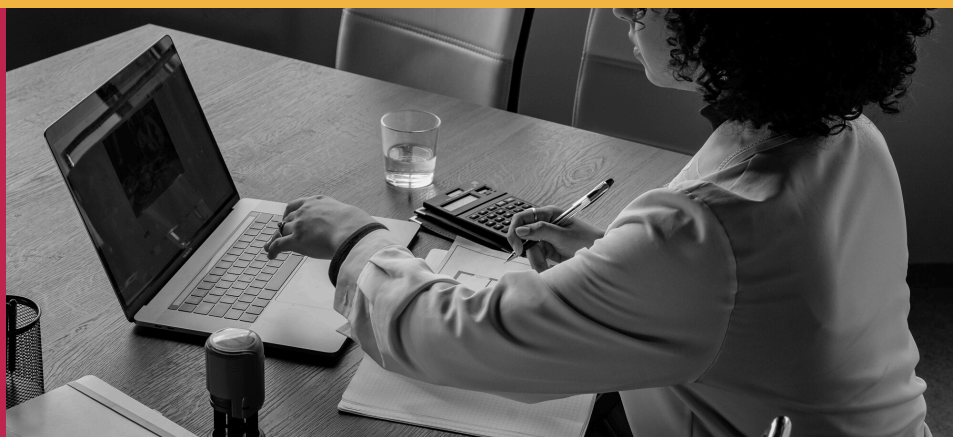
Personal Branding Checklist

Use this to shape how people experience you at work - without self-promotion



Step 1: Get Clear on What You Want to Be Known For

- [ ] I can describe my role and strengths in one sentence
- [ ] I know the skills I'm actively building
- [ ] I understand how my work supports team goals
- [ ] I know what kind of opportunities I want next
- [ ] If you don't define your brand, others will define it for you.

Step 2: Build Your Brand Through Daily Work

- [ ] I meet deadlines consistently
- [ ] I read instructions carefully before starting
- [ ] I ask clarifying questions early
- [ ] I follow through on commitments
- [ ] I take ownership when something goes wrong

Reliability is branding.

Step 3: Communicate Like a Professional

- [ ] My emails are clear, concise, and polite
- [ ] I respond to messages in a reasonable timeframe
- [ ] I summarize progress instead of waiting to be asked
- [ ] I use a professional tone on Slack/Teams
- [ ] I follow up when the next steps aren't clear

Clarity builds trust faster than charisma.

Step 4: Make Your Work Visible (Without Bragging)

- [ ] I share progress updates in one-on-ones
- [ ] I document completed projects and outcomes
- [ ] I highlight results, not effort
- [ ] I give credit to teammates
- [ ] I keep a running list of accomplishments

Visibility is not vanity — it's context.

Step 5: Advocate Without Over-Explaining

- [ ] I ask for feedback regularly
- [ ] I speak up when priorities conflict
- [ ] I set boundaries professionally
- [ ] I connect requests to outcomes
- [ ] I don’t over-apologize

Confidence doesn’t need justification.

Step 6: Use LinkedIn Intentionally

- [ ] My profile reflects what I actually do
- [ ] My headline explains value, not just title
- [ ] I list achievements, not job duties
- [ ] I comment thoughtfully on posts I care about
- [ ] I share insights occasionally (not constantly)

Consistency > frequency.

Step 7: Watch for Brand Killers

- [ ] Going silent when confused
- [ ] Saying yes to everythingApologizing excessively
- [ ] Missing deadlines without explanation
- [ ] Letting others take credit unintentionally

These habits shape your brand — fast.

Weekly 5-Minute Brand Check

- [ ] What did I contribute this week?
- [ ] What did I learn?
- [ ] Was my work visible?
- [ ] Did I communicate clearly?
- [ ] Did I protect my energy and priorities?

Remember

Your personal brand isn’t a slogan. It’s the pattern people experience when working with you.

Manage the pattern — and the opportunities follow.

Helping SMBs Improve Marketing Performance

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