



Personal Brand Checklist

Build a Professional Brand That Opens Doors

Purpose

Your personal brand extends beyond your CV.

Recruiters and hiring managers increasingly review LinkedIn profiles and online presence before making hiring decisions. This checklist will help you build a credible, professional brand that showcases your expertise and increases your visibility in the job market.

Personal Brand Checklist

Your professional brand extends far beyond your CV. Employers often review your online presence before making interview decisions.

LinkedIn Essentials

- ✓ Professional profile photo
- ✓ Strong About section
- ✓ Relevant skills and certifications
- ✓ Clear headline highlighting your expertise
- ✓ Up-to-date work experience

Build Credibility

- Share industry insights and achievements.
- Request recommendations from colleagues and managers.
- Engage with professional discussions.
- Highlight measurable career achievements.

Increase Your Visibility

- Connect with recruiters in your sector.
- Follow employers and industry leaders.
- Join relevant LinkedIn groups and communities.
- Keep your profile active and current.

Personal Brand Checklist

- ☐ My LinkedIn profile reflects my current experience.
- ☐ My headline clearly communicates what I do.
- ☐ My achievements are measurable.
- ☐ My profile is professional and complete.
- ☐ Recruiters can easily understand my expertise.

Remember: Your personal brand creates your first impression long before your interview begins.