

Brand Your Resume: Three Tips to Brand Your Resume for Success

Have you heard all the buzz about branding yourself? Are you wondering how to make sure your resume is reflecting your brand? Here are three quick tips to brand your resume so it really reflects you at your very best.

Tip Number One: Understand Your Brand

What is your brand? I believe your brand is simply the promise of an experience that a company will have by hiring you. That promise shows itself through the tone and content of your resume – which your reader garners their impressions of you from.

Tip Number Two: Define Your Brand

A couple ways to define your unique brand is first to think about what you are doing when you are at your best. Brainstorm on keywords and phrases. You are going to want these in your resume!

Another powerful technique is to ask three different people (let's say your spouse, your co-worker and a friend) to describe you using only three words. Ask them to be boldly honest and say the first three words that come into their mind!

Tip Number Three: Sell Your Brand

Your brand should weave throughout your resume in words and phrases that best reflect you "doing what you love." Are you struggling with what information to include in your resume? If you are having trouble with a particular area, just compare it to your branding statements. Does it illustrate you in action using your branding keywords? Is it an important component to the position you are seeking? If the answer is no, delete it!

As you build your brand here's one additional tip: always track your accomplishments. It's really hard to go back and remember the goals you've reached and the challenges you have overcome, especially if it's been over a twelve month span of time. Make an effort to track your accomplishments as they occur.

Follow these three tips and you will be on your way to a crystal clear, compelling and unique brand.

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