

# 5 Tips to help you **BUILD A PERSONAL BRAND**

## Online For Sales

To generate awareness about your employment potential and personal goals and interests, building a personal brand can help you connect with companies of interest.

Information adapted from Tyler Lindley, Sales Coach. For more tips connect with him on [LinkedIn](#).



## **1** Show up.

Comment, like, post, re-share, and give your perspective on topics potential employers care about. A personal brand is not just your profile, it's your insights!

## **2** Find your prospects.

What social media platforms are employers on? Connect with them and start following their content. Find areas to insert yourself into their discussions.

## **3** Choose one platform.

Don't try to figure out every social platform. It's better to be great and participate in one arena than be insufficient on several platforms.

## **4** Take chances.

No one stands out by just liking stuff. Add to the discussion. Post your own stuff. Start a podcast about your industry. Do videos on topics in your niche.

## **5** Be consistent.

You aren't going to build a personal brand by not investing time into the process. Show up every day. Show up on the right platforms. Add value as much as possible.

For more information, please visit:  
[collegiatesalesociety.org](http://collegiatesalesociety.org)