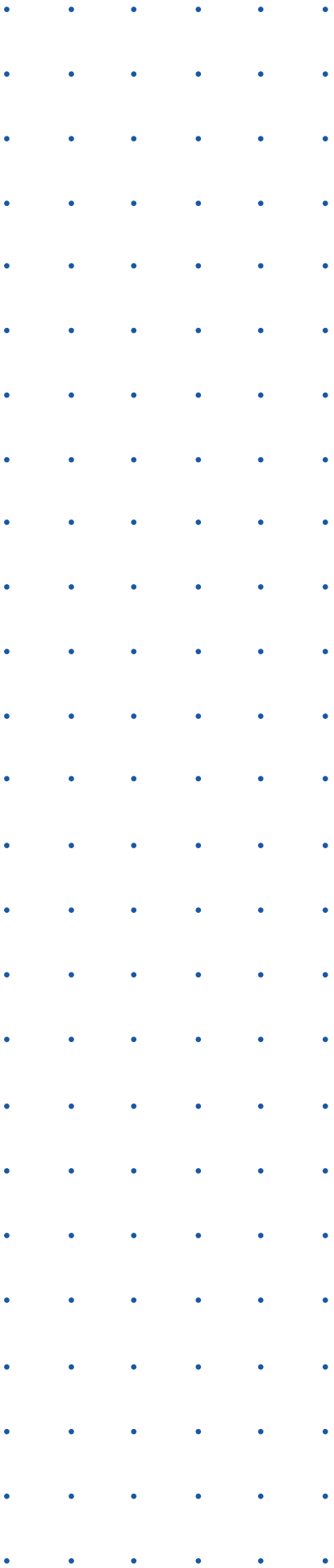


Build Your
Digital Brand
workbook 2.

Focus Your
Message **Online.**

CB | CareerBrand



Content

- 01. Your Assessment Score
- 02. Your Career Bio - The Guide
- 03. Keywords
- 04. Digital Audit
- 05. Digital Strategy
- 06. Your Website
- 07. Digital Assets
- 08. Social Media
- 09. Checklist

CareerBrand.

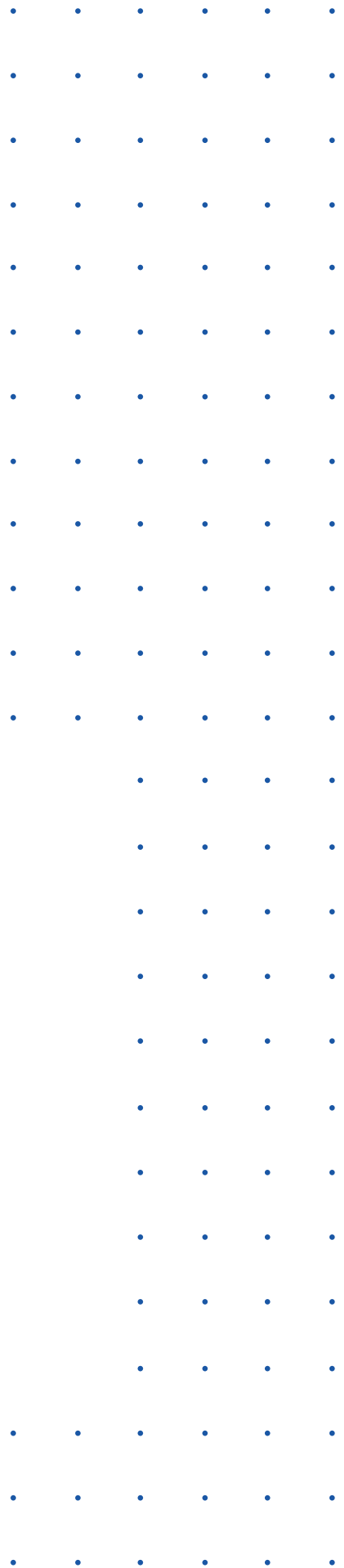
Digital Marketing for Personal Brands.

NOTE: In this workbook there are affiliate links to helpful products and services. If you purchase using these links, I will receive a small commission that will come with no additional cost to you.



01.

Your Assessment Score.



Build Your Digital Brand **workbook 2.**

It's time for "the fun stuff".

In the last workbook, you focused on defining your brand and your message. While tedious work, it is essential for creating an authentic brand online.

You're now ready to tell the world who you are and how you add value online which is important because we live in a digital-first age.

Meaning your first encounter with others, think hiring managers, recruiters, or potential customers, will probably happen online.

If we choose to ignore this simple fact, then Google will control our first impressions.

Bearing this mind, it's important to build a platform online you control, where you can demonstrate your expertise, and shape the perception others will form when they find you online.

This step, referred to as the Integrate step in **CareerKred**, will help you tell your story online, so you stand out from the crowd in an overly noisy world.

Focusing your message online ensures you show up for what you want to be known for, not what Google says you are known for.

Let's get started.

Ryan Rhoten
Author - [CareerKred](#)



02. Career Bio

02. Career Bio - Become a Guide

As we progress through our career, we often forget about our contributions and achievements. The value we add and how we help, becomes routine and thus less significant in our minds.

As we gain experiences, a phenomenon occurs with all of us called “the curse of knowledge”. The “curse” causes you to believe that everyone has the same level of knowledge you do in your area of expertise.

As a result, you struggle to articulate to others how you help. You begin to speak at a level much higher than your audience, which can cost you opportunities.

The good news is it doesn't have to be this way.

As you integrate your brand online, you need to become a guide for others which requires empathy as well as authority.

This section of the workbook is designed to help you recall the parts of your story that will resonate with others and draw them into a larger story.

When you do this, people will pay attention and want to learn more about you, your business, and/or your career.

Good luck. Talk soon.

Ryan Rhoten

Author - [CareerKred](#)

02. Become a Guide

WRITE OUT YOUR PERSONAL BRAND STATEMENT:

1 - LIST YOUR ACADEMIC CREDENTIALS:

Degrees, Certifications, Certificates, etc.

2 - LIST ANY AWARDS OR RECOGNITIONS YOU HAVE RECEIVED:

Company awards, industry awards, etc.

3 - LIST ANY COURSES OR TRAINING YOU'VE TAKEN

These courses could have been to build or grow a specific skill set for a role.

4 - LIST ANY COMMUNITY ACTIVITIES YOU PARTICIPATE IN

List the institution and your role.

5 - LIST ANY PUBLICATIONS YOU'VE APPEARED IN

List the publication if you were interviewed or you were the focus of the article.

6 - LIST THE PROFESSIONAL ORGANIZATIONS YOU ARE INVOLVED IN

Any professional organization you belong to or are an active member.





03. Keywords.

03. Keywords

As you get started online, it's important to know which keywords align with what you want to be known for.

A keyword is a word or phrase people use to search online for something specific. Your name, for example, becomes a keyword when someone types it into the Google search box.

Getting found online comes down to how well you are aligned to the keywords you want to be found for.

You will use your keywords in many places such posts, your website, your social bios and profiles.

Use the research tools below to identify keywords associated with your area of expertise.

KEYWORD RESEARCH TOOLS

- answerthepublic.com
- seedkeywords.com
- keyword.io
- ubersuggest.io
- soovle.com

Capture the keywords in the following page and use them as you begin to create and post content online both on your website and other platforms such as LinkedIn.



04. Digital Audit.

04.

Digital Audit.

The best way to take a look at your digital brand is to “Google” yourself. You can also do this for your business brand.

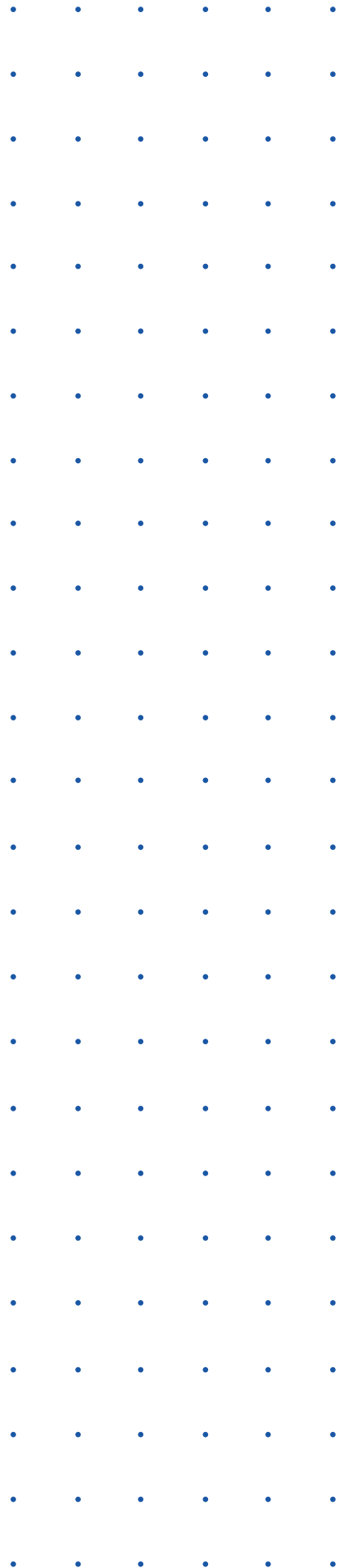
To get an accurate result, do the following things before doing the audit.

1. Log out of browser
2. Clear browser cache
3. Open a private browser

Logging out of your browser and clearing your cache allows you to get a more accurate picture of how you appear online.

For the first ten results only, capture the “title or headline”, the URL, and the description of the result.

Capturing these results here, will allow you to track your progress as well as assess whether or not your digital brand aligns with what you want to become known for.



RESULT ONE:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT TWO:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT THREE:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT FOUR:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT FIVE:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT SIX:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT SEVEN:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT EIGHT:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT NINE:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |

RESULT TEN:

| |
|-------------------|
| Headline / Title: |
| Website URL: |
| Description: |



05. Digital Strategy.

05. Digital Strategy.

A common mistake people make when integrating their brand online is not having a strategy.

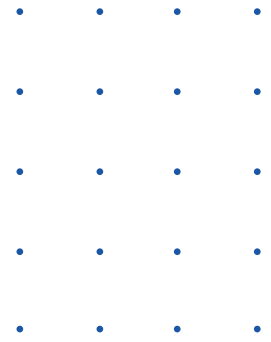
What typically happens with most people, is they create accounts on various social platforms because they were told to or they think they have too. Once created, they use them for a period then abandon them.

When this happens you leave, at best, a scattered digital footprint, at worse, a confusing one.

When it comes to our online presence, if you confuse, you lose.

To prevent this from happening, we're going to create a comprehensive digital strategy to position you as a guide and make people say, "I get it!" when they review your online profile.

05. Digital Strategy - Hub and Spoke

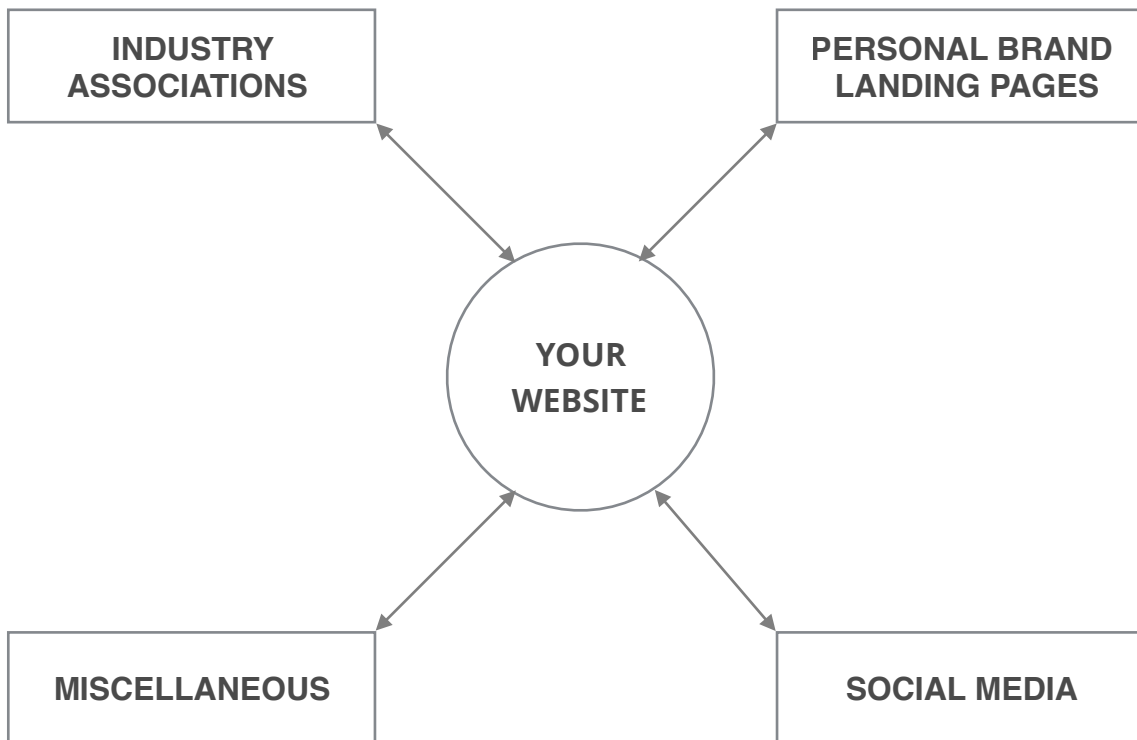


Being strategic and intentional online means aligning your digital assets. A digital asset is any place on the web where you have established a presence.

To create your digital strategy, I recommend using the Hub and Spoke Method.

The Hub and Spoke method places your website at the center of all your online activities. Common digital assets such as social media accounts, personal brand landing pages, industry associations, and other sites such as Tumblr, or Soundcloud should all align with what you want to be known for and point back to your website.

Setting up your strategy in this manner sends a strong signal to Google that you are who you say you are. Your goal with your digital strategy is to create a consistent and congruent reflection of who you are and how you add value.





06. Your Website.

06. Your Website.

“Do I need a website?” I’m asked this question a lot.

The short answer is, YES. You need a website.

Your website is not only at the center of your digital strategy, but it’s the one place online you own and control.

When you build your platform on social sites like Facebook or LinkedIn, you’re building your brand, your digital reputation, on rented land.

However unlikely it may seem, if Facebook or LinkedIn should ever close shop and you’ve build your reputation there, you will lose everything overnight.

This is exactly what happened to a platform called [branded.me](#) a few years ago.

I’m not to say you should stay away from platforms such as LinkedIn, quite the contrary actually.

You want to be on these rented land platforms, however, you need to view them as satellite locations all pointing back to your home base on the internet, your website.

One thing to note: Setting up your website is beyond the scope of this document, however, I have included instructions and a few videos for my recommended content management system and hosting company when starting out.

There are two common ways to build your website. One is building it yourself (DIY), the other is having it done for you (DFY).

DONE FOR YOU (DFY)

If you choose the DFY route, you will need to learn about the content management system (CMS) in order to post and manage your content.

I prefer to use WordPress. WordPress is the CMS used to power 30% of all websites. To help you master WordPress, I have created a free 13 video course to walk you through the basics. You can find this free resource at the link below.

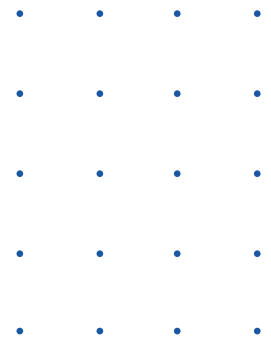
<http://careerbranding.academy>

In addition to WordPress, there are many other companies you can choose for your DFY solution. As an example:

- Wix
- Squarespace
- GoDaddy
- Weebly

The direction you choose is ultimately up to you, but keep in mind you will need a CMS that can grow with you.

06. Your Website.



DO IT YOURSELF (DIY)

Building your own website is not for everybody. It can be challenging, so to help you get started I've created a step-by-step video to show you how to setup your website.

<http://ryanrhoten.com/blogsetup>

NOTE: The video is specific to the hosting company Bluehost. Other hosting companies will have a different, but similar setup experience. The company you choose is up to you.

HOSTING:

Like your choice for a CMS, there are numerous companies ready to host your website. Each hosting company has its pros and cons, but the recommendations I have included are based on my experiences from personal use or helping clients with their CMS and hosting provider.



Do it Yourself

You can follow this process by watching the video posted at <http://ryanrhoten.com/blogsetup>

1. Select your hosting program -

Choose a company to host your website. I recommend [Bluehost](#) (affiliate link) to get started, but you can choose from many others.

2. Choose your domain name -

Purchase your website name. I recommend using your firstnamelastname.com. Companies like Bluehost will also provide you with suggestions should your name already be taken.

3. Install WordPress -

This is my content management system of choice. If you're new to WordPress you can sign up for this free resource at <http://careerbranding.academy> to help get you and running in no time.

4. Make your first blog post -

You've got a website it's time to start using it. If you're at a loss for what to post, hold on until we get to the create step.



07. Digital Assets.

07.

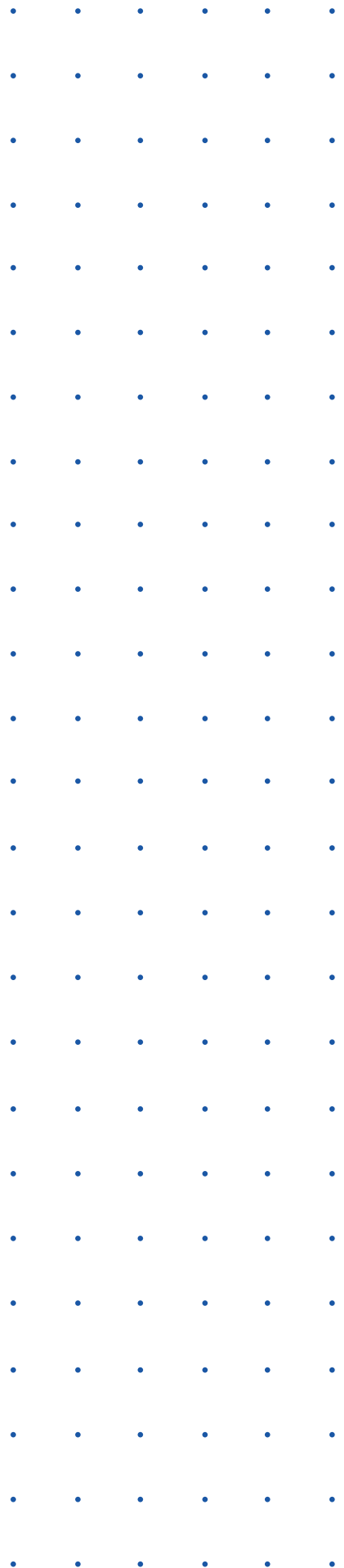
Digital Assets.

A key part of being strategic and intentional online is understanding how all of your digital assets are aligned. A digital asset is any place on the web where you have established a presence.

Common digital assets include social media accounts, personal brand landing pages, your website, industry associations, LinkedIn, and other miscellaneous sites such as Tumblr, or Soundcloud.

Your goal with your digital assets is to create a consistent and congruent reflection of who you are and how you add value.

In this exercise, you'll identify and capture your current digital assets, so you see which ones need to be updated for congruency.



Social Media Profiles

Twitter Username:

BIO:

Facebook Username:

BIO:

Pinterest Username:

BIO:

Other Social Username:

BIO:

Social Media Profiles

Other Social Username:

BIO:

Other Social Username:

BIO:

Other Social Username:

BIO:

Other Social Username:

BIO:

Industry Association Profiles

Industry associations are important places for you to extend your brand in your area of expertise. Associations are easy to forget about, so capture all of your current industry profiles and consider news ones you may need to join.

Association Username:

BIO:

Association Username:

BIO:

Association Username:

BIO:

Association Username:

BIO:

Other Account Profiles

Capture any other online accounts where you may have a digital presence. Consider accounts such as Soundcloud, Tumblr, Business Insider, Huffington Post, Git, Forbes, etc.

Account Username:

BIO:

Account Username:

BIO:

Account Username:

BIO:

Account Username:

BIO:

Personal Brand Landing Pages

Single landing page sites that allow you to create a profile and add social accounts. These sites act as billboard on the internet to drive traffic to a designated location.

About.me:

BIO:

Account Name:

BIO:

Account Name:

BIO:

Account Name:

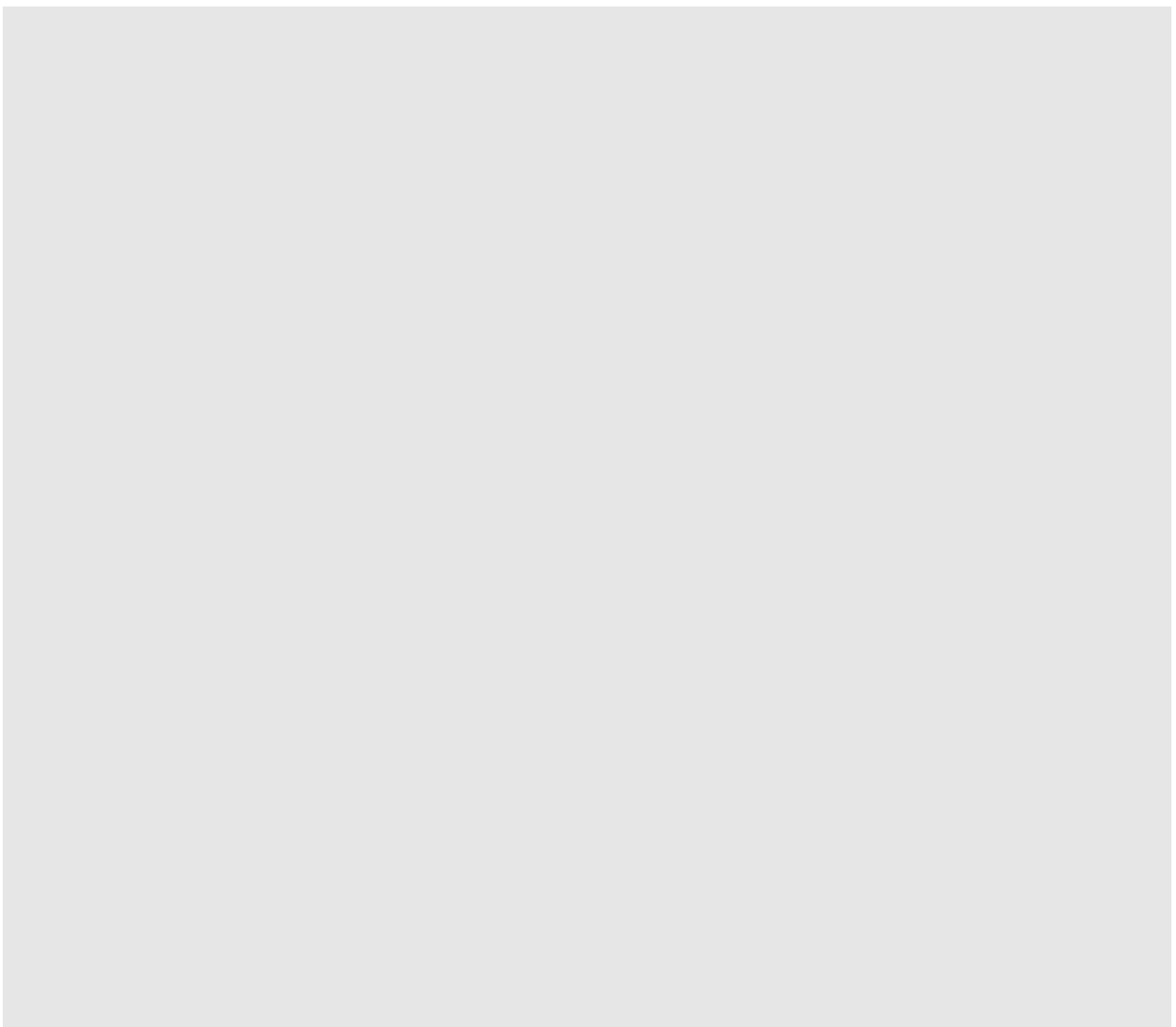
BIO:

Other Digital Assets

Take time review all of your digital assets. Make sure they are congruent and aligned with what you want to be known for.

Use <http://knowem.com> to find sites and social networks where your name is being used, or is available, and review them as well.

Capture your other digital assets below.





08. Social Media.

08.

Social Media.

Social media had taken the world by storm and as a result everyone believes they need to be on every new social platform. Here's my take on this.

"You do not need to be on every social media platform, but you do need to be on the ones where your customers hangout."

There are two, however, I think everyone needs to be on, Twitter and LinkedIn.

When you use these two platforms in conjunction with each other, they can pack a powerful one-two punch.

Before we begin to use these platforms, we need to make sure we have them setup properly and our bios are congruent to our message.

08. LinkedIn

Steps to a great LinkedIn profile

1. Setup a Vanity URL -

Your URL speaks volumes. When viewing a LinkedIn profile if I notice numbers at the end of the URL, I know the profile will not be great. Take the time to remove the numbers at the end of URL.

2. Add Header/Cover Image -

Allows for consistent branding for teams or to call attention to notable items. Examples include certifications, books, other items of authority.

3. Personal Image -

Everyone should have an updated professional image. No selfies and no blank images. People like to see people. Center your face in the image so it can be seen.

4. Your Headline -

The headline is a place LinkedIn searches for keywords. If you don't update it, it will default to your most recent role. To show up in more searches, consider adding the following to your headline, title, keywords, brief description of how you help.

You get 120 characters use as many as practical.

08. LinkedIn

5. Update your summary -

The summary is a great place to let people know how you help. Start your summary with "The best ways to contact me" and list your email and phone number. This is important for mobile devices.

Use the summary to clearly define the challenge your customers face and how you help them. Add keywords as appropriate.

6. Experience -

For each job role, use your title and add keywords as appropriate. You get 100 characters. Use the description section to highlight the challenges your customers face(d) and how you added value. Specifically, talk about your solution and add authority/credibility when appropriate.

Make this section scannable and easy to read. No long paragraphs.

7. Skills -

The skills section is another area on your profile that is useful for keywords. LinkedIn looks here during searches for relevant keywords.

08. LinkedIn

8. Recommendations -

This section provides a way for your customers, coworkers, and others to support your credibility and authority in your area of expertise. It is also another place for keyword placement to help you get found in search.

Note: This is the only section of your profile you can't control directly. You have to ask for recommendations and they need to be submitted by the reviewer within LinkedIn.

9. Accomplishments -

Like it sounds, the accomplishments section is a great place to list your career achievements. LinkedIn provides nine types of accomplishments to choose from:

- Publications
- Certifications
- Patents
- Courses
- Projects
- Honor and Awards
- Test Scores
- Language
- Organization

08. Twitter

4 Steps to a great Twitter profile

1. Twitter name and handle -

When setting up or updating your Twitter account, use your name. Your first name and last name if possible. Don't use ambiguous or cute names like fozybear123 or John117.

2. Personal Image -

Everyone should have an updated professional image. No selfies and no blank (egg head) images. People like to see people. Center your face in the image so it can be seen.

3. Add banner image -

Just like for LinkedIn, the banner image allows for consistent branding for teams or to call attention to notable items. Examples include certifications, books, other items of authority.

4. Your Bio -

The bio is a place Twitter searches for keywords. Use it to tell people what you do and how you add value. Add in keywords and brief description of how you help. You get 160 characters use as many as practical and don't forget to add a "#" to your keywords.



**09.
Integrate
Step
Checklist.**

Integrate Step Checklist

Take the Digital Brand Assessment (if not already completed)

Score: _____

Complete the Career biography

Identify the keywords you want to be known for

Conduct a digital audit

Develop your digital strategy

Select how you want to build your website: DIY or DFY

Your domain name _____

Setup your website

Identify all digital assets

Setup your Personal Brand Landing Pages

Setup your LinkedIn profile

Setup your Twitter profile

CareerBrand

Digital Marketing for Personal Brands.

Contact Me

—

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