

# Infographics

## Personal Branding: 10 Steps Toward a New Professional You

<http://www.marketingprofs.com/chirp/2016/30429/personal-branding-10-steps-toward-a-new-professional-you-infographic>

**PERSONAL BRANDING: 10 STEPS TOWARD A NEW PROFESSIONAL YOU**

A snapshot of ideas from a new book by Mel Carson, Founder & Principal Strategist at Delightful Communications

- 1 GET A PROFESSIONAL HEADSHOT**  
Your new professional image starts with an image. Sourcing, smiling and dressing sharply make you more competent, likable and influential.
- 2 BE DISCOVERABLE ONLINE**  
Someone somewhere will be searching for you at some point in your career. Use your real name on the Internet and optimize your social media profiles for discovery!
- 3 HAVE A PROFESSIONAL PURPOSE**  
What gets you out of bed in the morning? What helps you be better at what you do? A professional purpose is way more than a paycheck.
- 4 LEARN TO LISTEN & PRACTICE EMPATHY**  
To have a well-rounded personal brand, you need to strike the balance between what you know and what you have yet to learn and understand.
- 5 PRACTICE WRITING**  
Think before you jot down and share your thoughts online and hone your writing skills over time.
- 6 REENGINEER YOUR DIGITAL PRESENCE**  
Keep all your social profiles up to date and add social channels to all your professional touch points.
- 7 ANALYZE YOUR COMPETITORS**  
Make time to understand what other people in your niche are doing, saying and how successful they are.
- 8 CRAFT YOUR PERSONAL BRANDING STATEMENT**  
Include your audience, mission, value, and avoid using buzzwords!
- 9 EMBRACE AND EXPOND YOUR EXPERIENCE**  
We all have great experience and stories. Start weaving a professional narrative more completely!
- 10 BE SOCIAL BY DESIGN**  
Use social media tactics to boost discoverability, speaking engagements, in-person interaction, and more.

For more insight and detailed tips, please:  
Read Introduction to Personal Branding eBook: <http://delightful.co/PersonalBR> and Amazon  
Listen to Introduction to Personal Branding by iTunes: <http://delightful.co/TunesDelightful>  
Listen to Introduction to Personal Branding on Audible: <http://delightful.co/AudibleDelightful>

Brought to you by Mel Carson, Founder & Principal Strategist at Delightful Communications  
[www.DelightfulCommunications.com](http://www.DelightfulCommunications.com)  
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<https://s-media-cache-ak0.pinimg.com/originals/75/f4/c3/75f4c3dcefa50985be576a391ae75967.jpg>

**PROFESSIONALISM IN THE WORKPLACE - BY THE NUMBERS**

- 96% of all executives recognize that professionalism makes the difference between success and failure.
- 92% of all executives recognize that their values and attitudes should drive professional behavior regardless of their field of study.
- 51% of all executives recognize that the absence of civility has increased among employees.
- 96% of all executives recognize that professional appearance makes the difference between success and failure.

**Top Characteristics of Today's Professional**

- 34% Interpersonal Skills
- 21% Time Management
- 25% Communication Skills
- 9% Knowledge
- 27% Work Ethic
- 25% Appearance

**IT Misuse on the Job**

- 83% excessive use of social media
- 82% not managing cell phone usage
- 78% inappropriate Internet use
- 55% excessive personal cell phone usage
- 8% inappropriate use of company time

**Deadly Interview Mistakes**

- 40% Inappropriate Attire
- 28% Late for Interview
- 25% Lack of Preparation
- 23% Poor Verbal Skills/Grat

CPE  
Center for Professional Excellence at York College of Pennsylvania's 2012 Professionalism in the Workplace Study. To download a copy of the full report, visit [www.cpe.org](http://www.cpe.org)

York College of Penn

### Biggest Career Mistakes of Your Life

<http://www.lostgenygirl.stfi.re/55-biggest-career-mistakes-of-your-life/?sf=xzvqbwg#aa>



### Package Yourself for the Future

<https://www.slideshare.net/luannetierney/package-yourself2-12strategies>



For more infographics, search Pinterest or various online search engines online for:

- professionalism
- personal branding
- success
- etiquette
- work ethics

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