Grow with Google

Build Your Professional Brand

Build your professional brand in three steps:
define your brand, build your online presence, and expand your network.

Define your brand

1. **Write your career story:** Who are you? Why did you choose this career?

2. **Add your professional goals:** Where are you headed and why?

3. **Choose three qualities, skills, and talents** to share with potential employers or collaborators.

4. **Write your brand statement:** Combine your career story and professional goals with your top three qualities, skills, and talents.

Build your online presence

1. **Remember:** Everything you post online can impact your professional brand. Set personal accounts to "private."

2. **Choose the right platforms:** Consider the brand you want to cultivate and the audience you want to reach.

3. **Create and share content:** Post regularly. If you don't always want to create your own original content, share content from others (with credit).

4. **See what's on the web:** Search for your full name using incognito mode.

5. **Perform a privacy checkup:** Visit myaccount.google.com/privacycheckup

Grow your network

1. **Find mentors:** People who share knowledge you can use to grow your career.

2. **Find advocates:** People who will take actions on behalf of your career.

3. **Find your board of directors:** A group of people who can steer your decision-making, introduce you to helpful contacts, offer advice and guidance.

What's your action plan?
Write down one thing you will do after this workshop to build your brand.

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Additional resources from Grow with Google

Google Career Certificates
grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

YouTube Channel
YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

For additional resources check out
google.com/grow