

Examrace

Tactics for Successful Career Branding, Some Basic and Frequent Questions

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Some Basic and Frequent Questions

- What makes some companies perform well and some companies not at all?
- What job-seekers should be looking for towards the advancement in their careers?
- Why companies like Microsoft, Starbucks, Disney, and McDonald's are successful?
- What makes a consumer buy one product over another?
- What makes one job-seeker most likely to get shortlisted or selected than the others?

Branding

- Branding is not just related to any particular product related.
- Branding can be described as many things.
 - It is best defined as a promise to the value of the product.
 - A promise that the product is better than all the competing products.
 - A promise that must be delivered to be successful.
- It is the combination of tangible and intangible characteristics that makes a brand unique. Branding is developing an image with an appropriate match.
- It also helps defining who one really is, how he is great and why he should be sought out.
- Branding is about building a name for oneself, showcasing what sets him apart from others.
- It has been observed that most job-seekers are not proactive in establishing and building their career brand.
- It is always a best idea to master some very basic tactics that can help building ones career brand.
- Career branding helps make a candidate more attractive employee or job-seeker.

Gain Experience/Track Accomplishments

- Tracking ones past accomplishments is the beginning of building ones brand.

- It also includes strategically important new experiences.
- One's accomplishments are the foundation of one's career brand.
- Developing a strategy for gaining experience in areas of weak brand names.
- Asking for new and challenging assignments that will help in building one's brand.
- As a student one should seek out multiple internships.
- Considering freelancing or consulting and using volunteering to gain experience.

Complete Education/Training

- Basic education is necessary for many careers.
- To excel in career it is required to complete additional education, training, or certifications.
- Additional education can greatly enhance one's career brand.
- Difficult in terms of time and finances.
- Some employers even offer an educational reimbursement benefit.
- It is advisable to seek out a mentor or someone highly respected in one's field (who has branded himself or herself well).

Promote Yourself

- Just with an amazing career brand and no one knowing about it cannot bring success to career development.
- Brand promotion is a must towards career development.
- Better to err on the side of promoting your brand than not.
- One of the oldest tools of promotion for job-seekers is the resume, and you certainly need to start there by listing all your key accomplishments, skills, and education on your resume. You may even have your positioning statement (qualifications summary) on your resume ... but don't stop there.
- Developing career portfolios in the form of a print one and an online one.
- Buying a domain if one is not having his personal website.
- One's portfolio should include all important brand artifacts: resume (s), mission statement, detailed accomplishments list, samples of work, articles and working papers, speech transcripts, awards and honor, testimonials and more.
- Promoting one's brand on the job is a must.
- One should prepare a list of all such things he/she has achieved since his/her last review.

- Finding and listing out ways to let the boss know about the employees' successes throughout the year.

Become an Expert

- Establishing oneself as an expert in his/her field.
- Writing articles showcasing ones knowledge and getting them published (ideally) in noteworthy media outlets.
- Considering self-publishing.
- Attending conferences and meetings where one can give speeches and presentations.
- Quoting or offering ones thoughts, ideas, and opinions to journalists and reporters.
- Consider constructing a professional Website where you can publish all your articles and speeches.

Build Relationships

- A promotion tool called word-of-mouth can be defined as what people say about oneself.
- A network of contacts is really helpful in building a powerful career brand. This includes friends, colleagues, customers, clients, and former bosses.
- Keeping strong network involves nothing more than relationship building.
- Keep in good contact with one's network and letting them know of ones most recent successes.
- It is recommended to search out for new professional associations as well as the growing number of online networking communities.

Concluding Thoughts

- Remembering to continue along with strengthening and protecting is a must once the brand name has been build up and promoted.
- Any gap left behind or ignored is most likely to be filled by other competing brands or job seekers.
- Cultivating ones career brand ensure more success with the current employer and in the job-search.