

Make A Great First Impression By Following These Three Simple Steps In Creating Your Personal Branding Video

- **CRAFT A MESSAGE WITH THE VIEWER'S NEEDS IN MIND.** Other than your friends, most people looking at your profile do so with a purpose, often because they are trying to figure out if what you offer fits their needs. Whether it's a product or service, people are looking for a specific individual to fill a position. Your message should address how your talents can help them. The starter line: *"I help people/or companies ..."* is a great way to start or include in your message.
- **TELL YOUR STORY OF YOUR WHY.** Do not list your talents or experience in your video; that is why your profile & resume are still valuable tools. The Personal Branding Video™ is more about your WHY, and that WHY may have started at a certain point - you can then tie that WHY experience in the past that led you here today. For example, "I witnessed many people having trouble with [your example] that motivated me to find a solution to said issue.

This example is about as simple a situation-action story as possible, but it addresses your motivation, that you saw the challenge, and that you found a solution. It illustrates your competence.
- **KEEP YOUR MESSAGE SIMPLE.** You only have 40 secs give or take; there is a limit to what you can address and maintain clarity. Simplicity will always beat out deep or convoluted detail. Practice is essential; like an elite athlete making their craft look easy, simplicity requires practice, learning, and patience.



Be Seen. Get Hired.

- Personal Branding Video
- Unique, Personalized Script
- Guided Interview & Filming
- Professionally Edited
- Powerful Networking Tools
- Anyplace With An Internet Connection