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# The Power of the Personal Brand

What is a 'Personal Brand'?

- 20 years ago called 'Reputation'
- Years of hard work and dedication to build

Today – happens in an instant

- You all have one – consciously built or not
- Your digital footprint
- Crowd-sourced by friends, colleagues and bosses
- Could be ruined in 5 mins

The question is no longer **IF** you have a Personal Brand but **HOW** you make it **POWERFUL**



# The Importance of LinkedIn

- NOT just online CV
- NOT just for searching jobs
- IT IS a professional networking tool
- 450 million members, 2 people join every second

Helps you;

- connect with people you do know
- connect with those you don't know - YET!
- learn new skills
- develop fresh ideas
- discover top talent
- grow your own career

**12 Top Tips**  
in 12 minutes...

...take a breath...

...LET'S GO!...



# 1 Create a Powerful Headline

**Personal brand starts here**

- Target your audience
- Include keywords to help SEO
- Be specific & creative – ten words max



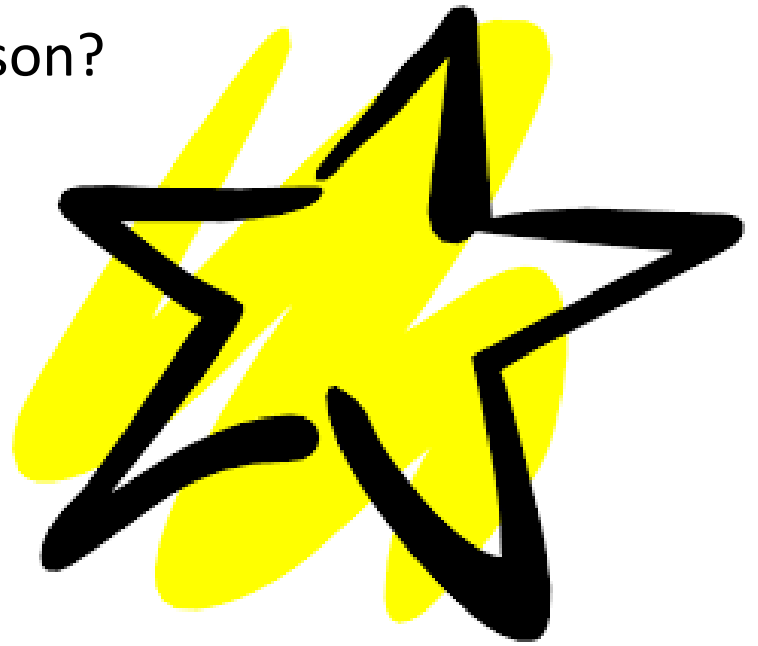


# 2 Make your Summary Shine

- Your “so what?”
- Why are you different to next person?
- Shows the ‘real you’

## TIPS

- Never leave blank!
- Always write in 1<sup>st</sup> person
- Be authentic and creative
- Use numbers to back-up results
- Avoid Buzz Words e.g. ‘driven’, ‘ambitious’, ‘dynamic’, ‘passionate’...*boring!! yawn!!*



# 3 Customise Your URL

- Enables people to find you more easily
- One person out of 450 million – not that easy!
- Especially a more common name!
- Like mine...Mike Richards

<https://uk.linkedin.com/in/mrtreasury>



# 4 Do Have a Photo

**14x more likely to connect if you have a photo!!**

- Your Virtual Handshake
- One chance to make first impression
- Make it count!





# 5 Do Have an 'Appropriate' Photo

These are NOT appropriate...

## THE MEAN & MOODY



## THE SELFIE



# 5 Do Have an 'Appropriate' Photo

Inappropriate photos continued...

**THE HYPNOTIST**



**THE ENTERTAINER**



# 5 Do Have an 'Appropriate' Photo

## THE APPROACHABLE PROFESSIONAL



# 6 Become a Writer

Your chance to really  
engage with your  
network and show off  
your expertise

*Publish posts, write articles, start  
conversations, share industry  
relevant content*

- 1 Write what you know about**
- 2 Consider your goal**
- 3 Write little but often**
- 4 Think about your audience**
- 5 Share with your network**

# 7 Be Personal When Connecting

- Never use default *“Hi, I’d like to connect”*
- Add personal touch
- Reference shared connection or find common ground
- Explain why you want to connect
- Don’t connect from mobile – can’t personalise!





# 8

# Be Selective When Connecting

- Not a numbers game
- Quality not quantity
- Choose your connections wisely
- Create network that's useful & effective to you
- Don't be afraid to say No – they won't find out





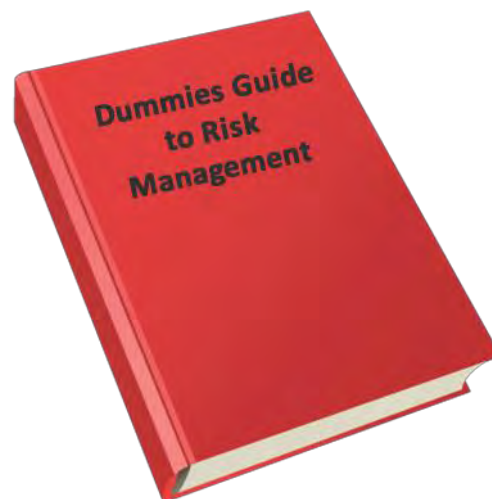
# 9 Ask for Recommendations

- Gather a few good recommendations
- Don't be afraid to ask – don't wait for someone to offer
- Don't be generic – ask for comments on specific projects or skills
- Don't ask everyone – target people who can provide the best insight



92% consumers trust peer  
recommendations over advertising

# 10 Be Your Chief Promoter

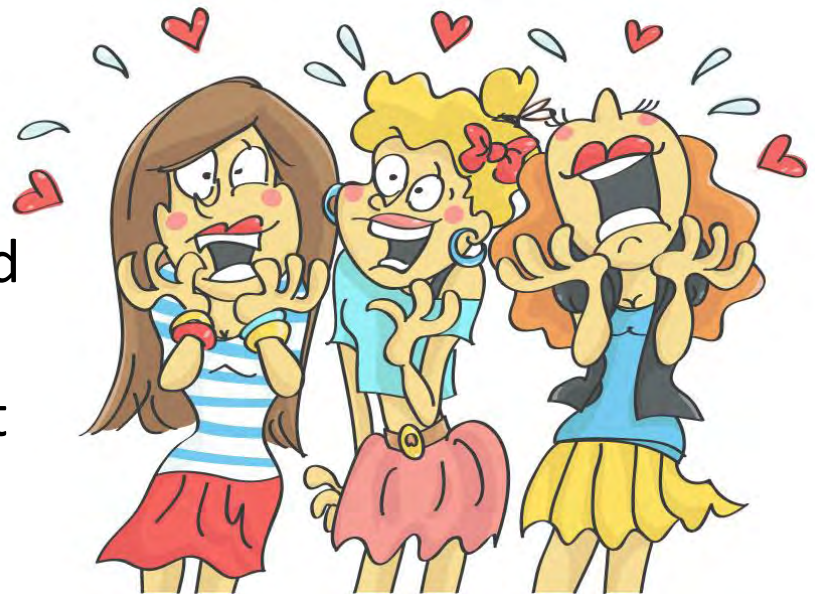


# 11 Be a Groupie

- Like minded individuals in exclusive forum
- Share common skills, experience, industry affiliations and goals

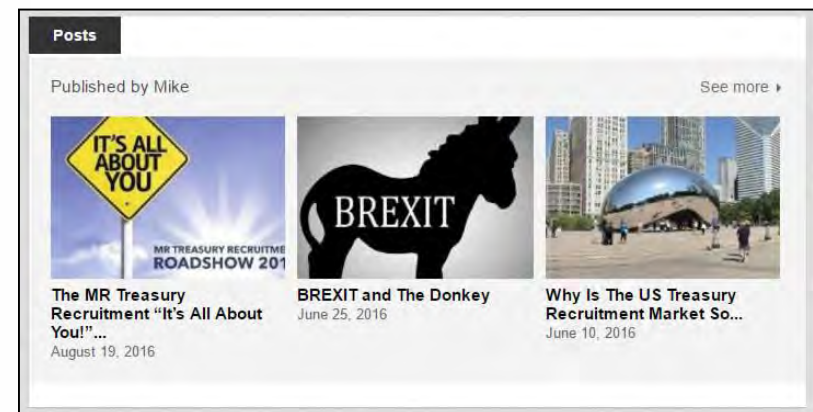
## Benefits

- Shows you're engaged in your field
- Widens your network
- Allows you to be a part of relevant discussions



# 12 Showcase Your Expertise

- “A picture is worth a 1000 words”
- Add photos, videos & presentations
- Instead of just talking about your work, show examples
- Show yourself in action



# 12 Tips in 12 Minutes!

...and breath...

**Create a powerful headline**

**Be personal when connecting**

**Make your summary shine**

**Be selective when connecting**

**Customise your URL**

**Ask for recommendations**

**Do have a photo**

**Be your chief promoter**

**Do have an appropriate photo**

**Be a groupie**

**Become a writer**

**Showcase your expertise**



# QUESTIONS?

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