



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE



Personal Branding Tool Kit

Business Cards

You can create your own business card and share it through your mobile phone using rmbme.com. On the web, BusinessCard2.com is a great social network for creating and distributing your person business card.

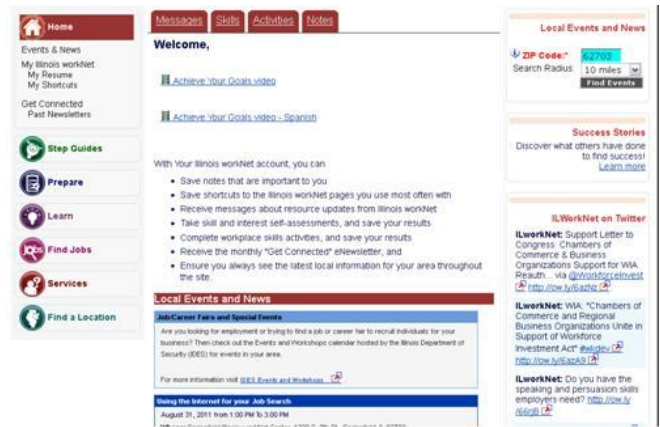


Resume & Cover Letters

Resumes & Cover letters are typical documents that you need for applying for jobs or when you go on interviews.

Use Illinois workNet's Prepare Page to help you get started: [Prepare for a Job](#)

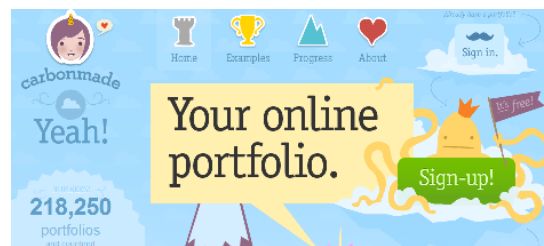
- [Organize Yourself](#)
- [Skills & Interests](#)
- [General Wages & Trends](#)
- [Workplace Skills](#)
- [Explore Job Information](#)
- [Volunteer](#)
- [Prepare Your Resume](#)
- [Prepare for an Interview](#)



Portfolio

Whether you use a CD, web or print, portfolios are a great way to showcase the work you've done.

Figdig.com and carbonmade.com are social networks for people who want to show off their creative skills to the world.



Blog/Website



Blogs — A blog is a frequently updated, personal website featuring diary-type commentary and links to articles on other Web sites.

Those who blog will have a stronger asset than those who don't because blogs rank higher in search engines and lend more to your expertise and interest



Watch the Video

"[Blogs in Plain English](#)" by Common Craft to learn more.

Start your own Blog Here:

www.blogger.com or www.wordpress.net



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areas over time.

LinkedIn Profile



Find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

Show off expertise as well as find quick answers to business or organizational problems from industry experts, instantly through LinkedIn's Answers feature.

Check out the [Social Media Tools Webinar](#) for tips and demonstrations on LinkedIn

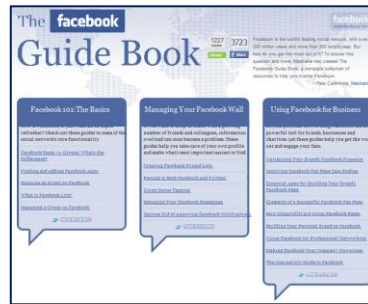


Facebook Profile



Be sure to include a picture you don't mind your future employer seeing.

Fill out your profile and included your professional experience, while disabling the ability for people to tag you in pictures and videos.



Check out the [Social Media Tools Webinar](#) for tips and demonstrations.

Click here for more information on [Facebook Etiquette](#)

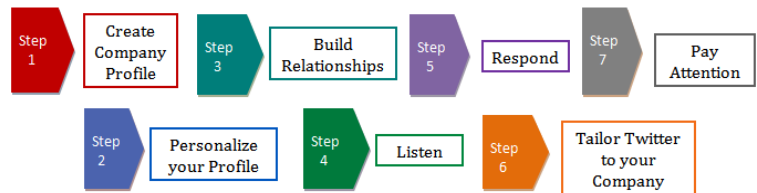
Twitter Profile



Twitter is the perfect fit for consumers and businesses alike. With this powerful--easy to use--communication platform, you can quickly share information, gather it, and build real

time long term relationships with your customers and partners.

Check out the [Social Media Tools Webinar](#) for tips and demonstrations on Twitter.



Video Resume

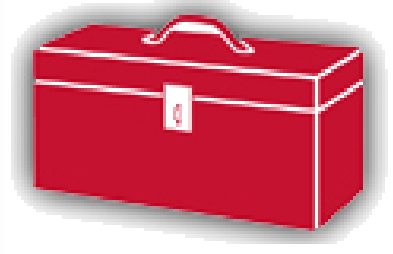
A video resume is a short video of you talking about why you are the best for a specific job opportunity. You get about a minute or so to communicate your brand and are able to send the link, once you upload it to YouTube, to hiring managers.



TIP: The key with a video resume is that very few people have actually created one, so they serve as a differentiator in the recruiting process.



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Dress for Success

Your personal style is tangible and is extremely important for standing out from the crowd. Select clothing that best represents you because it will be viewable through your pictures/avatars online, as well as when you meet people in reality.

Check Out Illinois workNet's [Prepare for an Interview Page](#), and get tips on how to Dress for Success.



Email

Don't overlook your email address as not being a significant part of your toolkit. Most people use email over all social networks and when you connect with someone on a social network. Your email address poses a great opportunity for your brand.

Check out the [Basics of Social Media](#) Webinar for tips and resources on various email providers.

