

Job Hunters' Personal Branding Checklist

Perception is based largely on assumptions. When it comes to the interviewing/hiring process, so much is out of your control, however, the list below includes elements that you do have control over.

Make sure you're projecting the image you desire when it comes to:

1. Your resume and cover letter
2. Your voice mail recording (what incoming callers hear); voice mail messages you leave for recruiters or potential employers
3. When you arrive for interviews (early, on time, etc.)
4. Check appearance of and verbiage for thank you notes or any other correspondence to your potential employer (including email and written messages)
5. Your appearance: professional dress, hair, shoes, earrings, makeup, carrying an organizer or Palm Pilot? And demeanor: calm, harried, high energy, low energy?
6. Your references: 1)who you choose, 2) what they do and where they work and 3)what they say about you and how they say it
7. Your body language: handshake, eye contact, posture, how you carry yourself, how you sit in an interview
8. Your energy level and how much interest and/or enthusiasm you exude.
9. Whether or not you mention your current or past employers and how you reference them (professionally or in poor taste)
10. Your interview and any other in-person interaction you have with the potential employer, including: the language you use in the interview (is it familiar to the interviewer, how comfortable you are with silence in an interview, how personable you are, how good you are at sharing "success stories" about yourself)