

PERSONAL BRANDING FOR YOUNG PROFESSIONALS



**IDA CHEINMAN, PRINCIPAL
SUBSTANCE151**

@IdaCheinman @Substance151

BRAND =
REPUTATION

“ YOUR BRAND IS NOT WHAT YOU
SAY IT IS. IT’S WHAT THEY SAY IT IS.

MARTY NEUMEIER

The Brand Gap

PROFESSIONAL BENEFITS OF A PERSONAL BRAND

- + Differentiates You from Peers/Colleagues
- + Builds Credibility, Trust and Influence
- + Attracts the Right Opportunities
- + Drives Career Advancement
- + Controls Your Narrative

CREATING YOUR PERSONAL (PROFESSIONAL) BRAND

- 1 Defining your personal brand
- 2 Bringing it to life

“ YOU WANT TO FIND THE SPECIAL
THING THAT IS YOU AND MAKE YOUR
BRAND ALL ABOUT THAT. YOU CAN'T
MAKE IT UP, IT HAS TO BE REAL.

PIA SILVA

Author, *Badass Your Brand*

PERSONAL BRAND FRAMEWORK

- 1 Your target audience
- 2 Your superpower
- 3 Your purpose, values and beliefs
- 4 Your brand personality

PERSONAL (PROFESSIONAL) STATEMENT

I am...

I am interested in...

My goal is...

I am passionate about... [related to the profession]

Lead with value proposition [who do you help/how]

PERSONAL (PROFESSIONAL) STATEMENT

- + What are you curious about?
- + What are you learning/have learned related to the profession?
- + What is your professional ambition?
- + What do you contribute?

EXAMPLE (STUDENT)

I'm a high school student exploring careers in AEC. I enjoy learning about how creativity and technical thinking come together to solve real-world problems.

EXAMPLE (STUDENT)

I'm a high school student interested in architecture and design. I am passionate about learning how planning, teamwork and communication play a critical role in bringing design vision to life.

My goal is to contribute to spaces that improve how people live and work.

EXAMPLE (MARKETING PROFESSIONAL)

I help technical teams communicate their expertise more effectively through marketing that supports pursuit strategy, client relationships and long-term brand building.

My role spans content development, proposal support and collaboration across disciplines.

BRAND BEHAVIOR AND PROFESSIONAL CONTEXT

Same authentic brand.

Different setting.

Different behavior.

Your audience is on LinkedIn

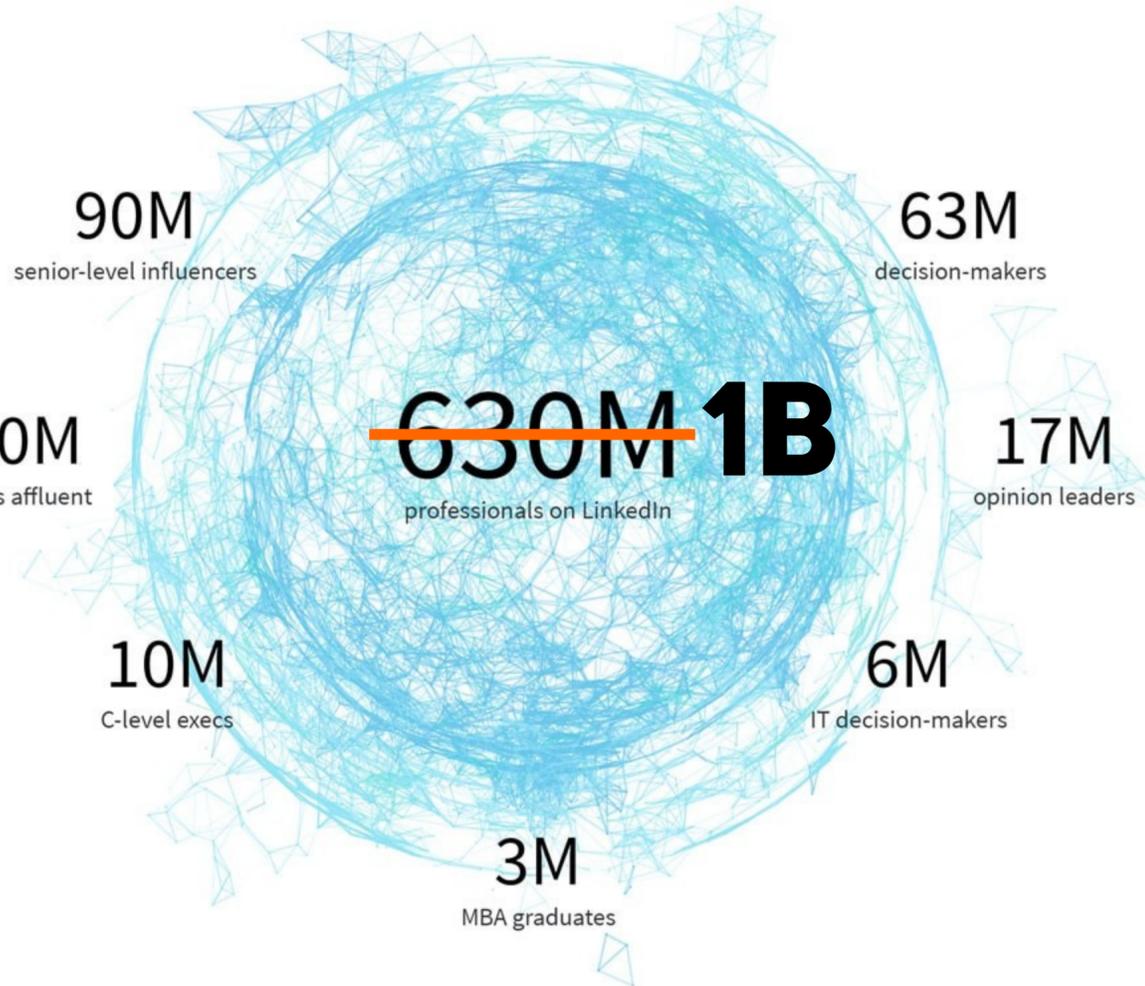
More than **a billion professionals** worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter.

4 of 5
members
drive business decisions

40M
mass affluent

10M
C-level execs

3M
MBA graduates



63M
decision-makers

17M
opinion leaders

6M
IT decision-makers

#1
platform
for lead generation

 **LinkedIn · Ida Cheinman**
3.4K+ followers

Ida Cheinman - Principal and Creative Director
Baltimore, Maryland, United States · Principal and Creative Director · Substance151, Benefit LLC
I am a brand strategist, designer, marketer, speaker and educator who uses 20+ years of experience to help business leaders and marketing professionals make ...

 **Substance151**
https://substance151.com › company

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Principals · Company. **Ida Cheinman**. Principal and Creative Director. Twitter · LinkedIn · Email · Company. Rick Salzman. Principal and Design Director. Email.

 **LinkedIn**
https://www.linkedin.com › today › author › idacheinman

Ida Cheinman
Ida Cheinman. Brand Strategist + Designer | Speaker + Educator | Substance151 Principal and Creative Director. View articles by **Ida Cheinman**.

 **Instagram · idacheinman**
210+ followers

Ida Cheinman (@idacheinman)
Principal/creative director of brand strategy + design + digital firm @substance151, SMPS, designer, speaker, EcoCEO, major foodie.

Images



Ida Cheinman - Principal and ...
 LinkedIn



Session Speaker: Ida Cheinman
 SMPS SERC



Substance151 | Brand Strategy...
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 **WebChatGPT** Web access  

ida cheinman

 **Sources**

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MASTERING LINKEDIN IN 3 STEPS

1.

**OPTIMIZE YOUR
PROFILE**

2.

**CONNECT AND
BUILD
RELATIONSHIPS**

3.

**POST AND
ENGAGE**

OPTIMIZE YOUR PROFILE

- 1 Have a professional headshot and a branded background photo
- 2 Write a keyword-rich headline
- 3 Create a well-written “About” section
- 4 Add detailed current position and relevant history
- 5 Fully complete **all** applicable sections

NETWORK AND CONNECT ON LINKEDIN

- 1 Strategically connect to expand your network
- 2 Interact and engage in conversations
- 3 Use LinkedIn as a research/business intel tool
- 4 Become a center of influence

EXAMPLE

Hi [Name],

Thank you for connecting. I'm a student at [School], and I came across your profile while looking at alumni working in [field]. I'd love to learn more about your path after graduation if you're ever open to a quick conversation.

EXAMPLE

Hi [Name],

Thank you for connecting. I'm currently studying [major] and am interested in [area of work]. I appreciated your post about [specific topic], and I'm trying to learn more about the field as I plan my next steps.

EXAMPLE

Hi [Name],

Great to meet you at [event name]. I enjoyed our conversation about [specific detail]. Thanks again for connecting, hope to stay in touch.

EXAMPLE

Hi [Name],

If you'd ever be open to a quick 15-minute call, I'd love to hear how you got started in [field]. Totally understand if now isn't a good time.

WHAT TO POST

- 1 Post your experiences as a student or intern
- 2 Selectively repost relevant content about the industry of the profession
- 3 Engage with content from your target first and individuals

FOLLOW LINKEDIN ETIQUETTE

- 1 Avoid pushing your agenda too aggressively
- 2 Avoid oversharing
- 3 Be gracious
- 4 Be a personable human everyone wants to know

QUESTIONS?

IDA CHEINMAN
PRINCIPAL/CREATIVE DIRECTOR
SUBSTANCE151

IDA@SUBSTANCE151.COM

 @IdaCheinman @Substance151

SLIDES/RESOURCES

