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## Personal Branding – 3 Tips that Will Advance Your Career Quickly

Building a brand name is not exclusive to products. A successful person knows how important it is to build his/her own personal brand in the workplace. For you to be singled out for a promotion – any promotion – you need to have created an impact on the management/your boss/your supervisor. How do you do that?

### Personal Branding is Non-Stop Work

Personal branding never stops. Right from the first day you start working you make an impression on your colleagues, your boss and overall your work environment. Your career advancement will very much depend upon the image you project of yourself. If you are smart and want to move up the ladder quickly, you need to promote the right image for the uphill climb.

1. **Do Your Job Better Than the Best** - You need to be identified as an expert in your field of work. When you are branded as an expert, you gain high credibility among your peers and superiors. Your word - even if it is given in other fields - will have a weight with the people in your company. They would say, "If XYZ say so, it must be true." Do your job in such a manner that it would difficult for anyone to do it better.
2. **Do the Right Job** - Doing your job best is great. It is also important that you work in the right direction. Identify your audience inside your workplace. What does your boss want from you? From the team? Take baby steps until you see the whole picture. Always do the right job that aligns itself with the overall direction of the team, management, and your company. Everything you do should count. Do not - in your desire to climb the ladder quickly - overshoot your job description too soon.
3. **Learn the Art of Communication** - Working silently and efficiently still works; but that will take a very long time to bring you to the top. Today, you need to learn to communicate effectively. Let others know about your achievements, your expertise, your abilities, your successes, and so on. However, this needs to be done subtly yet efficiently. It takes time to perfect this art of communication. You need to find the right balance so what you say should not sound like bragging; no one likes someone who brags constantly. You need to be able to state matter-of-factly your achievements/strengths at the right time in the discussion.

Perfect these three qualities and you will soon be "seen" in your company. The more prominently



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you are "seen" the better your chances to climb the ladder to the top.