

Step 6: Relationship Development

As you develop your personal branding plan, ask yourself how good you are at developing relationships. We live in an age in which we text or tweet more than we write notes or have conversations. Some might think they are great at developing relationships because they have 2,000 friends on Facebook. But are those really relationships? Consider your Facebook friends: What would those people say about you and your brand if you asked them? How well do they even know you?

In this step, you will plan a strategy to improve the most important relationships in your life. Even if they are good, there are always things you can do better. Think about how you can improve your relationship with your current boss and colleagues. These people are likely to be important as you seek a new job or career.

Next, consider how you can improve your personal customer service. Are you an ideal team member, or do you look for excuses to miss team meetings? Do you thank people who help you? Do you try to help others solve problems in a positive way? Providing great service to the people in your life, both personally and professionally, will help you build the type of relationships that will provide a rich future in every way possible.

Learner Task: *Select 3-5 professional relationships in your life, such as a manager, a colleague, or a mentor, and then identify one or two specific actions you can take in the next 3 months to strengthen each of those relationships.*

Next, explain in one paragraph how you have delivered excellent customer service sometime in your life, whether it was on the job, in school, or in your personal life. This will help you articulate your customer service skills in an interview.