

Personal Branding Australian Style

Sue Ellson

GK BBus MPC PCDAASASA WV MEdPlus

Independent LinkedIn Specialist

Author, Educator, Practitioner, Poet



sueellson@sueellson.com

<https://www.linkedin.com/in/sueellson>



Welcome

- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now
- ✓ make notes – this is like a dream, forget when you wake up!



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (26,056 Connections, 30,667 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (719 Subscribers, 189 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,026 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (275 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (433 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (471 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (79 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,717 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (389 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (1,888 Subscribers)
<https://sueellson.com/newsletters>



Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please **add any questions you have in the Chat**
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you **what has been most helpful** to you at the end (feedback for me)
- ✓ if you are watching this after the event, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



Webinar Background

Resume, Check.

LinkedIn Profile, Check.

Own Name Website – Say What?



Where is personal branding heading for high achievers looking for work?

We are living in the world of artificial intelligence and do you know where people are 'looking' for someone like you for a new position or even a promotion where you are now?

The hard truth is that you need to be referred and verified. The referrer could be a person or some form of technology, but when you are 'found' you need to be 'verified.'

Having your own name website allows you to provide a showcase of what you know, your values, your skills, your digital competency and so much more.

Agenda

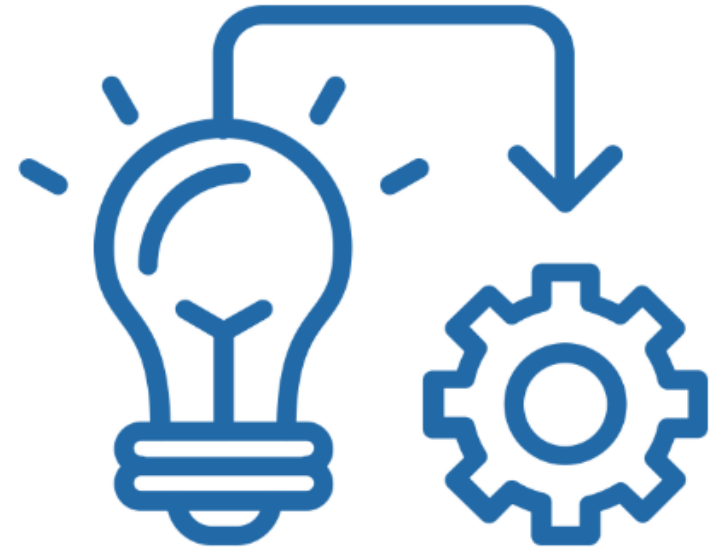
1. Introduction to Personal Branding in Australia
2. Understanding resumes in a digital world
3. Understanding the power of a completed LinkedIn Profile
4. Understanding the value of your Own Name Website
5. What to do next

Personal Branding Aussie Style

What angle are you most coming from today?

- 1 – looking for work
- 2 – looking for a promotion
- 3 – looking for business
- 4 – wanting to create a personal brand
- 5 – other (please describe)

Please add a number that relates to your MAIN focus in the chat





AI Top 10 LinkedIn Specialists, Consultants and Trainers

Collated by John Espirian 11 October 2024



✓ <https://sueellson.com/blog/artificial-intelligence-ai-branding-and-linkedin-top-10>

'Personal branding' is all the rage – but what if you don't want to be vulnerable?



Kate Wright

March 28, 2025 | 3 mins read



Kate Wright is a brand and marketing strategist who specialises in branding for female start-up owners. In this piece, she points out that the current trend of hyper-personalised branding isn't for every business owner – and suggests some steps to take if you want to 'personalise' your brand without putting yourself front and centre.

- **Story tell through written captions or stand-out graphic carousels** rather than using photos or videos of yourself.
- **Let your products or services be the hero** – if you are a chef you don't need to be Nigella, you can use photography of your food rather than images of you.
- **Remove 'distractor' followers off your social media accounts** that you feel may judge you (old friends you don't really like or family members who are triggered by you stepping into the limelight). I recently removed my family members off mine for this very reason.
- **Surround yourself with a 'wolfpack' of people who belief in you** – when you feel wobbly, talk to your strongest supporters; they'll back you in.
- **Unfollow competitor social media accounts** who you compare yourself with. Comparison kills confidence so say bye bye to seeing their stuff.

For most people, building a personal brand is a staged process. You don't wake up one day being bold; it takes time to build confidence and resilience. With practice and the right tools and support, eventually showing up and being vulnerable becomes second nature.

✓ <https://insidesmallbusiness.com.au/marketing/branding/personal-branding-is-all-the-rage-but-its-not-for-everyone>

By <https://www.linkedin.com/in/katewrightbrandigniter>

1. Introduction to Personal Branding in Australia

- ✓ Tall Poppy Syndrome
- ✓ Hero to Zero (when coming from elsewhere)
- ✓ Need to be work capable not just job ready
- <https://www.youtube.com/playlist?list=PL7HSPnTFVAuGlvIqOOZOBrY7LELTCag-Q>
(listed in reverse order – The Business of English)
- ✓ Local experience – highly valued



1. Introduction to Personal Branding in Australia

- ✓ Achievements – state clearly, predictor of future
- ✓ Need a reputable digital presence (everything is public)
- ✓ Need to be verifiable (Recommendations and Reviews)
- ✓ Not getting interviews – application process not working
- ✓ Not getting offers after interviews – not a fit (ignore their reason)
- ✓ Senior Leader or in Business, need your own name website



2. Understanding resumes in a digital world

- ✓ Applicant Tracking System ATS friendly – plain text
- ✓ Must list Primary Keywords (see myfuture.edu.au)
- ✓ Include Secondary Keywords (make it 'mobile' and 'scan' friendly)
- ✓ Start with Skills – Professional, Technical, Personal (not Education)
- ✓ Can include Industries, International Experience, Interests



2. Understanding resumes in a digital world

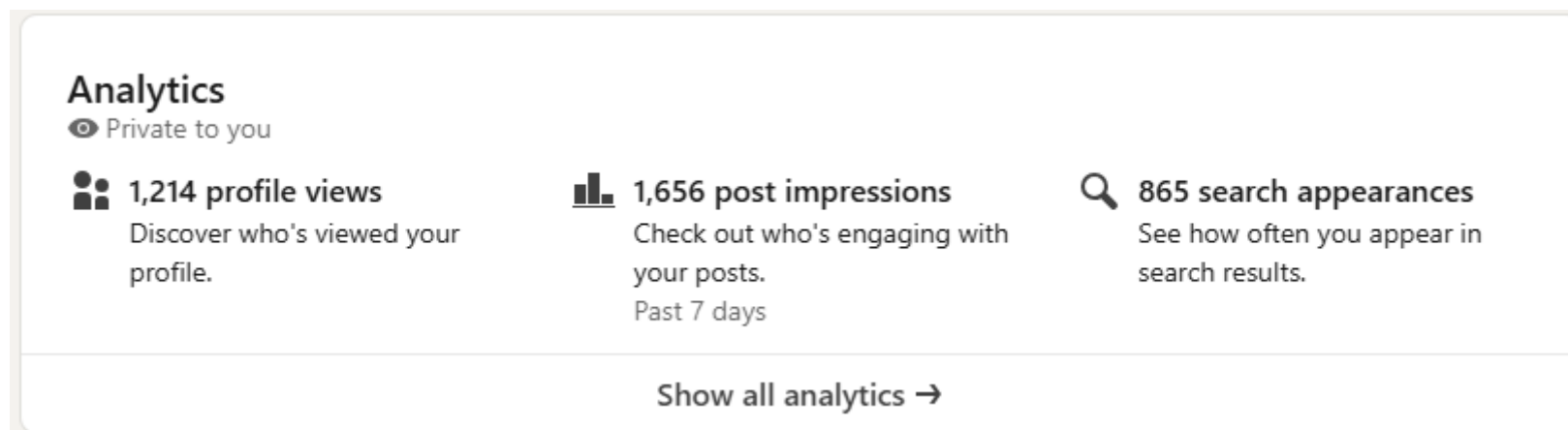
- ✓ Career Snapshot – Month & Year Dates, Job Titles, Employer, Location
- ✓ Each Experience – Achievements Past Tense, Tasks Present Tense
- ✓ Do Not Include – Photo, Age, Full Home Address, References
- ✓ Seek Professional Advice for your Industry
- ✓ <https://www.cdaa.org.au/CDAAWebsite/Web/About-Career-Development/Find-a-Career-Specialist-Landing.aspx>



3. Understanding the power of a completed LinkedIn Profile

- ✓ Change Profile URL to appear in LinkedIn, Online and AI Search Results
- ✓ Headline (underneath name) for Primary Keywords
- ✓ Job Titles – include Keywords
- ✓ Skills – About, Experience, Licenses & Certifications, Education, Projects,
- ✓ From Digital Literacy towards Digital Competency

<https://sueellson.com/webinars-and-recordings>



3. Understanding the power of a completed LinkedIn Profile

- ✓ 6+ Recommendations Given and Received (24/7 view time)
- ✓ 20+ Endorsements for Main Skills
- ✓ 65% of view time looking at your photo – NOT a passport photo
- ✓ Connect, Engage, Publish
- ✓ Network and Ask For Referrals – complete Informational Interviews



3. Understanding the power of a completed LinkedIn Profile

Add experience

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Off ☐ Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

* Indicates required

Title*

Career Research - Senior Project Manager Construction, Commercial Property, Infrastructure Builds

Employment type

Please select

Learn more about [employment types](#).

Company name*

Various

Did you mean to choose?

Various
Company • Investment Management

No

Yes

Location

Greater Melbourne Area

Description

I am currently undertaking Career Research and am interested in roles in:

- > Senior Project Management
- > Construction
- > Commercial Property
- > Infrastructure Builds

I am also

- > completing some online micro credentials and short courses
- > updating my professional and personal skills
- > attending outplacement appointments
- > completing outplacement related workshops
- > attending industry networking events
- > networking online and asking for referrals
- > completing industry research
- > meeting with possible mentors and referral sources
- > doing some part time work on a casual basis
- > providing professional consulting services
- > continuing my voluntary work in the local community
- > supporting my family and friends

I welcome contact and connections here on LinkedIn
+61 402 243 271 sueellson@sueellson.com

✦ Rewrite with AI

PREMIUM

Unlock AI assistance with 20 words

804/2,000

Review and edit the AI draft before saving so it reflects you. [Learn more](#)

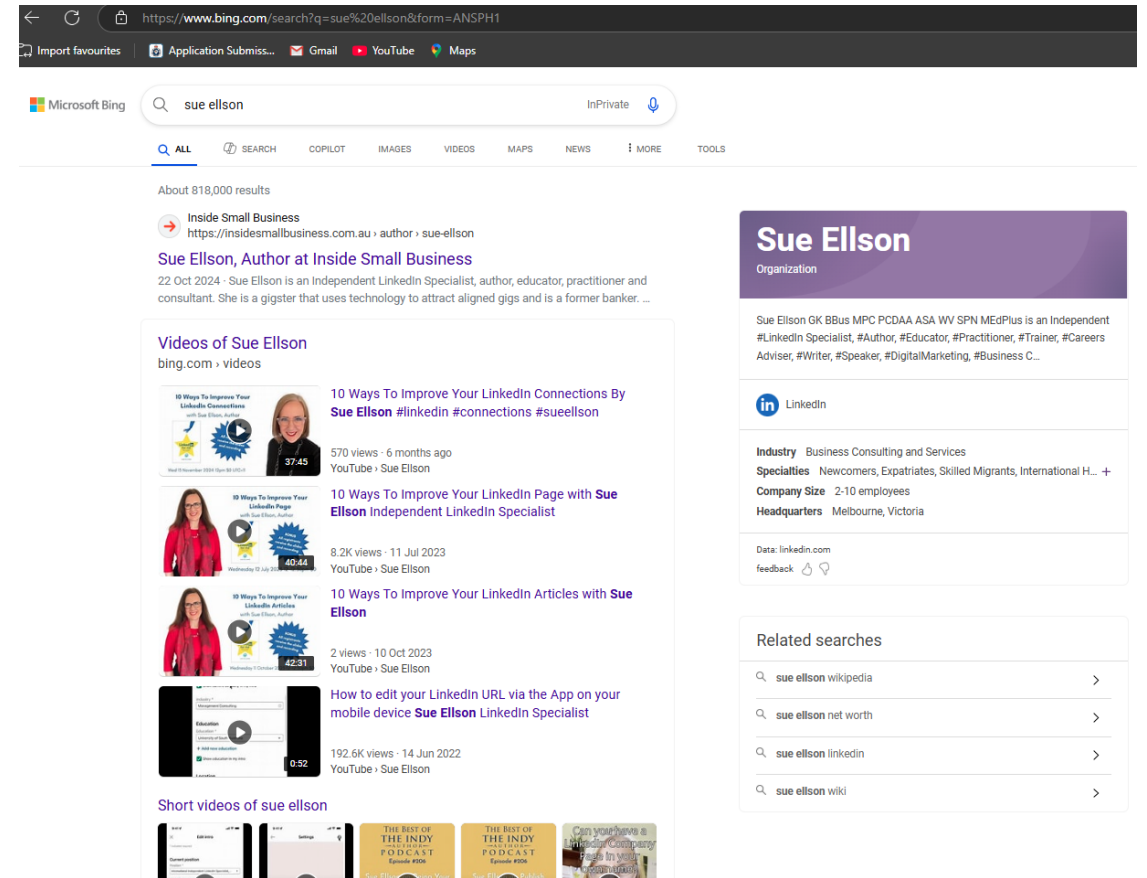
4. Understanding the value of your Own Name Website

- ✓ Own story, own way
- ✓ Multiple aspects of 'you'
- ✓ Only thing you own
- ✓ Publish anything you want (only LINK for copyright issues)
- ✓ Needs to include About, Contact and Privacy Policy Pages
- ✓ ISBN authors get extra!

The screenshot shows a Google search for 'sue ellson'. The top result is the website 'Sue Ellson' with the URL 'https://sueellson.com'. The website description states: 'Sue Ellson LinkedIn Specialist, Author, Educator, Practitioner. I wholeheartedly recommend Sue Ellson to anyone seeking to improve their LinkedIn strategy and overall effectiveness on the platform. Her knowledge and guidance ...'. The website has sections for 'Services And Pricing', 'About', 'Poems', 'Publications', and 'Contact'. Below the website result is a LinkedIn profile for Sue Ellson, showing 30.7K+ followers and a bio: 'She moved to Melbourne in 1994 and has been freelancing and consulting in recruitment, training, marketing, websites, social media and LinkedIn ever since. Sue ...'. To the right of the search results is a sidebar with Sue Ellson's profile picture, a bio: 'Sue Ellson BBus MPC CDAA ASA WV SPN is an Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Trainer and Poet. She joined LinkedIn in 2003 and has been an Independent LinkedIn Specialist since 2008. ... Google Books >', and a section for 'Books' with four book covers: 'Gigsters - Any Age or...', '120 Ways to Achieve Your Purpose with LinkedIn', 'LinkedIn for Me and My...', and '120 Ways to Market Yourself Locally'.

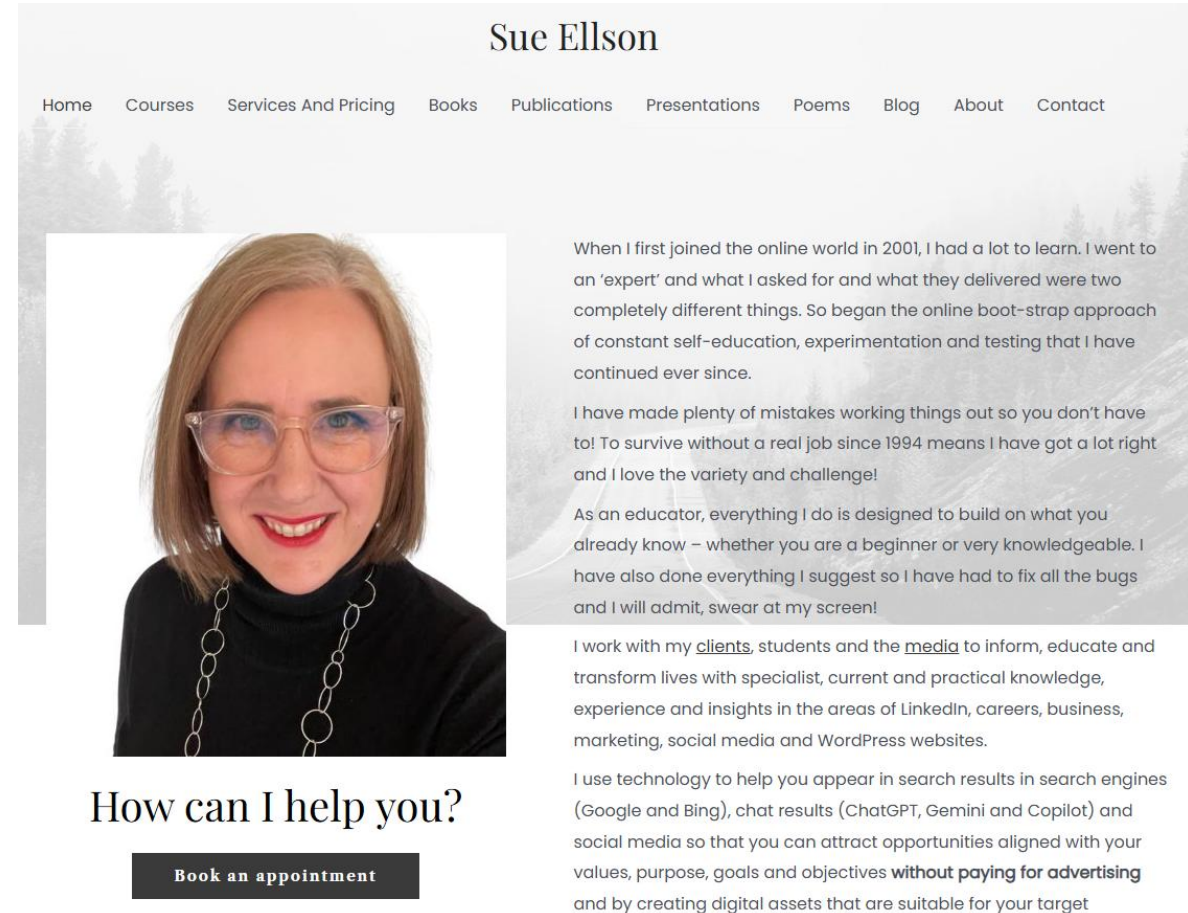
4. Understanding the value of your Own Name Website

- ✓ Can start for free yourname.wordpress.com and Export later
- ✓ Buy your domain name and domain name privacy (not extra domains)
- ✓ Publish on your website first then share content on social media
- ✓ Still need to have a Google Business and Bing Places profile
- ✓ Still need Google, Facebook and own website reviews



4. Understanding the value of your Own Name Website

- ✓ Blog section can be categorised
- ✓ Only one video per page or post
- ✓ One featured image per page or post (1280 x 720)
- ✓ 300+ words (ideally) with internal links
- ✓ Full summary record of your 'whole' brand
- ✓ Call to action 'above the fold'



The screenshot shows a professional website for Sue Ellson. At the top, the name 'Sue Ellson' is displayed in a serif font. Below it is a horizontal navigation menu with links: Home, Courses, Services And Pricing, Books, Publications, Presentations, Poems, Blog, About, and Contact. The main content area features a large portrait of Sue Ellson, a woman with short blonde hair and glasses, wearing a black turtleneck and a silver chain necklace. To the right of the portrait is a text block with three paragraphs. The first paragraph discusses her journey from 2001 to becoming an 'expert'. The second paragraph mentions her experience since 1994. The third paragraph describes her role as an educator. Below the text is a call to action button that says 'Book an appointment'.

Sue Ellson

Home Courses Services And Pricing Books Publications Presentations Poems Blog About Contact

When I first joined the online world in 2001, I had a lot to learn. I went to an 'expert' and what I asked for and what they delivered were two completely different things. So began the online boot-strap approach of constant self-education, experimentation and testing that I have continued ever since.

I have made plenty of mistakes working things out so you don't have to! To survive without a real job since 1994 means I have got a lot right and I love the variety and challenge!

As an educator, everything I do is designed to build on what you already know – whether you are a beginner or very knowledgeable. I have also done everything I suggest so I have had to fix all the bugs and I will admit, swear at my screen!

I work with my clients, students and the media to inform, educate and transform lives with specialist, current and practical knowledge, experience and insights in the areas of LinkedIn, careers, business, marketing, social media and WordPress websites.

I use technology to help you appear in search results in search engines (Google and Bing), chat results (ChatGPT, Gemini and Copilot) and social media so that you can attract opportunities aligned with your values, purpose, goals and objectives **without paying for advertising** and by creating digital assets that are suitable for your target

How can I help you?

Book an appointment

5. What to do next

- ✓ Need to be found for your name “Sue Ellson”
- ✓ Need to be found for your keywords “LinkedIn Specialist”
- ✓ Need to provide an easy to find “Call to Action”
- ✓ Need “social proof” via Recommendations and Reviews
- ✓ Need to show up in person semi-regularly (three networks)
- ✓ Need to show up consistently online (once a month or week)
- ✓ Ideally appear in resume search, LinkedIn, online and AI results



What were your faves?

Please choose three
things from this session
to do in three hours
from now

3 in 3

Personal Branding Australian Style

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Webinars and Recordings

<https://sueellson.com/webinars-and-recordings>

Next Webinar

LinkedIn for Sales Wednesday 30 July 2025 12pm UTC+10

Register <http://linkedinforsales.eventbrite.com.au>



Personal Branding Australian Style

In 1989, Woody Allen was credited with saying
“**80 percent of success is showing up**”

I say, take action!



Remember – I can help you!

What has been most helpful to you today?

✓ You can add a comment in the Zoom chat now – great reflection for others

✓ Please complete the Anonymous Feedback Survey when you leave the webinar

What did you find most helpful in this webinar?

What do you plan to do next?

What else would have been helpful?

✓ Write a Review ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (155 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (11 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact