

BUILDING YOUR PERSONAL BRAND

A personal brand is a powerful way to showcase your professional image, differentiate yourself from the crowd and create a positive impression.

Your Personal Brand

- Is who you are, what you stand for, and the values you embrace
- Highlights your passions, strengths and goals
- Communicates your unique identity and attributes
- Illustrates the clear value you bring to potential employers

How to Get Started

- Reflect on what defines you
- Identify your niche and capitalize on your strengths
- Create your own personal vision statement and use it to promote yourself
- Use key branding statements across your social media sites, professional profiles and job applications to maintain consistency
- Embrace networking; ask for informational interviews

Things to Remember

- Your personal brand is how you carry yourself - whether at school, work, home or online
- It's your genuine and authentic you
- Your personal brand grows as you do - you may need to reinvent or revise it as your career or goals change



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