

Personal Brand *stand out as unique and qualified*

Your personal brand is how you market yourself. What face do you want to show the world and how do you want to position yourself for success? Personal branding applies to everyone. Whether you are applying for internships, graduate school or full-time jobs, everyone needs to stand out as unique and qualified.

STEPS TO DEVELOPING YOUR PERSONAL BRAND

DISCOVER YOUR BRAND

Answer the following questions

- WHO ARE YOU? ■ WHAT ARE YOUR INTERESTS, SKILLS & EXPERIENCES? ■ WHAT MAKES YOU UNIQUE?
- HOW ARE YOU PERCEIVED? ■ WHAT DO YOUR FRIENDS, PROFESSORS, SUPERVISORS SAY ABOUT YOU? ■ WHAT DOES GOOGLE SAY?
- WHAT DO YOU WANT TO ACHIEVE? ■ WHAT ARE YOUR GOALS & VALUES? ■ WHAT WORK ENVIRONMENT ARE YOU SEEKING?

CREATE A CONSISTENT AND POSITIVE BRAND

Research shows that people make first impressions in a matter of seconds. Make sure you develop a brand that sends a consistent and positive message across all platforms such as:

- RESUME/COVER LETTER
- LINKEDIN PROFILE
- 30 SECOND FACE-TO-FACE E-PITCH: WHO YOU ARE, WHAT YOU DO AND WHAT YOU ARE LOOKING FOR
- FACEBOOK, TWITTER, ABOUT.ME (BE CONSISTENT ACROSS ALL PLATFORMS AND DO NOT PROMOTE A NEGATIVE OR INAPPROPRIATE IMAGE)

PROMOTE AND PUBLICIZE YOUR BRAND

Take advantage of every opportunity to make a great impression and promote yourself.

- INTERVIEWS ■ CAREER FAIRS ■ NETWORKING EVENTS ■ LINKEDIN CONNECT MESSAGES ■ EMAIL ■ TWITTER ■ BLOGS
- ABOUT.ME ■ CLASS PRESENTATIONS