
PERSONAL BRANDING

A Component of BestPrep's Classroom Plus program

What is a brand?

Investopedia:

A brand is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market.

What is a personal brand?
Your reputation or image



Brands become known for a certain set of attributes

- Both **COMPANIES** and **PEOPLE** can be known for their BRANDS
- Do you have positive or negative impressions of any of these brands? If so, why?
- Why should a company OR a person care about its brand?



What is YOUR brand?

- It is your REPUTATION
- What people think of you when they see you
- How you make people feel
- How much they trust you
- It's what they say about you when you're NOT there



Why should you care?

Why is Personal Branding Important?

- Education (post-high school)
- Employment (resumes, LinkedIn)
- Relationships
- Social branding



Attributes

How someone **describes you** are your **ATTRIBUTES**. It's **YOUR** personal brand. Examples:



What are these People/Brands known for?



Online Presence

- When was the last time you “googled” yourself?
 - What did you find?
- Have you “googled” yourself under Google/Images?
 - What did you find?



Other social media:

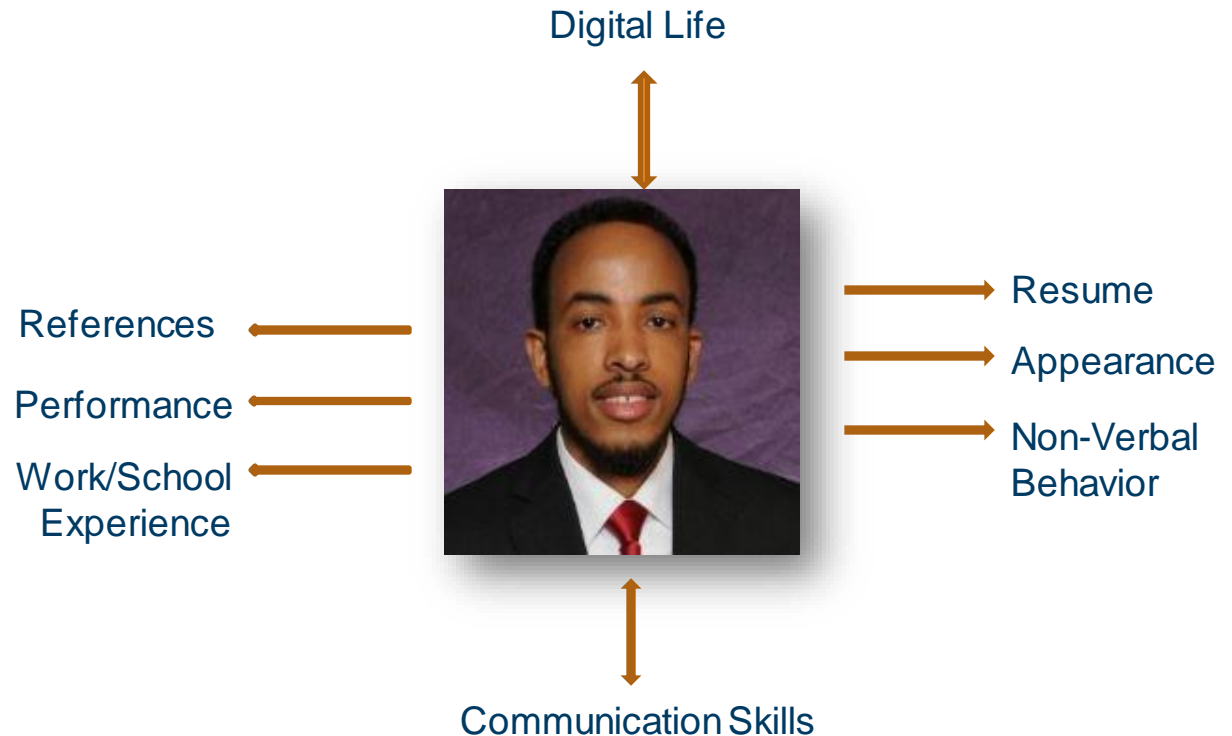
- ***How do use / post on:***
 - Twitter
 - Instagram
 - Snapchat
 - Facebook
 - Pinterest
 - Others?

YES! It does matter!

How do you continue to build your personal brand?

The Future Professional YOU

- Reputation
- Integrity
- Consistency
- Commitment



Your BUSINESS Social Profile

- An **IMPORTANT** personal brand to have.....why?



- **HOW** does the public find you to gauge your personal brand?

Twitter

Instagram

Facebook

LinkedIn

Snapchat

Tik Tok



Education/Career Decisions in Balance



Call To Action



- **What can you to do identify your Brand?**
 - Identify yourself within the 5 big Personalities
 - <https://www.truity.com/test/big-five-personality-test>
 - Personality Test
 - <https://psychcentral.com/personality-test/start.php>
 - Myers Briggs
 - <http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>
 - Strengths Finder
 - <http://www.strengthsfinder.com/home.aspx>
 - 10 important traits for career success
 - <http://blog.timesunion.com/careers/the-10-most-important-personality-traits-for-career-success/633/>

Call To Action [HANDOUT]

- What direction do you take?

- Tools at School

- Parchment

- <http://www.parchment.com/>

- Naviance

- <https://www.naviance.com/>

- Internet Tools

- <http://www.educationplanner.org/students/career-planning/find-careers/career-clusters.shtml>

- <https://www.yourfreecareertest.com/>

- http://www.ucango2.org/publications/student/Career_Interest_Survey.pdf

- What makes me unique?
- What are my strengths?
- What makes me the best fit?
- How will I make a difference?
- How will my impact be felt?
- What do I stand for?
- What is my promise?

Call To Action [HANDOUT]

- **What can you to do improve your Brand?**
 - Ask Questions and Listen carefully to other people in your life:
 - School Councilors/teachers/coaches etc.
 - Pastor/youth group leaders
 - Adult leaders and family friends
 - Parents/Grandparents/relatives
 - Learn what people think of you
 - <http://www.seemypersonality.com/#q1>
 - Know where you want to get
 - <http://www.testq.com/career/quizzes/5-what-should-you-be-when-you-grow-up>
 - <http://www.proprofs.com/quiz-school/story.php?title=what-are-you-gonna-be-when-you-grow-up>
 - <http://www.quibblo.com/quiz/OxFsM2/What-Will-You-Be-When-You-Grow-Up>
 - Know where you want to get
 - <https://lifehacker.com/advice-i-wish-someone-had-given-me-after-graduating-hig-1573178134>

Thank You!

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