

Personal Branding Handout

• What can you do to identify your Brand?

- Get to know your personality type:
 - www.truity.com -> Personality Tests -> Big Five -> Take it!
 - psychcentral.com -> Quizzes -> Psych Central's Personality Test
 - www.myersbriggs.org -> My MBTI Personality Type -> MBTI Basics
- Find out what your strengths are:
 - www.strengthsfinder.com
- Read about the 10 important traits for career success:
 - blog.timesunion.com -> Careers Blog -> September 2010 -> 10 Most Important Personality Traits for Career Success
- What can you use to help you?
 - Tools at School
 - Parchment: www.parchment.com/
 - Naviance: www.naviance.com/
 - Internet Tools
 - www.educationplanner.org -> Students -> Career Planning -> Find Careers -> Career Clusters Activity
 - www.yourfreecareertest.com/
 - www.ucango2.org -> Publications -> High School -> Career Interest Survey

• What can you do to improve your Brand?

- Ask questions and listen carefully to other people in your life:
 - School counselors/teachers/coaches etc.
 - Pastor/youth group leaders
 - Adult leaders and family friends
 - Parents/grandparents/relatives
- Learn what people think of you:
 - www.seemypersonality.com/#q1
- Know where you want to go:
 - www.testq.com -> Career Quizzes -> What Should You Be When You Grow Up?
 - www.proprofs.com -> Take Quizzes -> What Are You Gonna Be When You Grow Up?
 - www.quibblo.com -> Quizzes -> What Will You Be When You Grow Up?
- Learn from someone who's been there:
 - tinyurl.com/yckc5lct

- 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?