

Personal Branding

A Component of BestPrep's Classroom Plus Program

Presenter Info: Name and Company



What is a personal brand?



Your Personal Brand

"Unique set of skills, experiences, beliefs, values and personality traits that define how you present yourself to the world"

A STRONG PERSONAL BRAND consists of:

- ✓ Authenticity – who you truly are, not what you think others want to see
- ✓ Consistent – not just when teachers or elders are around, but friends, peers, teammates,
- ✓ Adaptable – as you mature, and go through more life experiences, you will continuously refine your brand based on feedback and experiences

A Brand Defined

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

Brand Attributes

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?





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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:

- Smart
- Fun
- Creative
- Honest
- Reliable
- Dependable

Stand Up!

Find someone (or form a group of three) in the room and answer the following question:

- 1) How would you describe your best friend? What words would you use to describe them?

Then, I'll have you share out!



Switch Partners!

Find a **new partner** (or group of three) in the room and answer the following question:

2) What words would you want them (your best friend) to use when describing you?

Then, I'll have you share out!



Switch Partners One More Time!

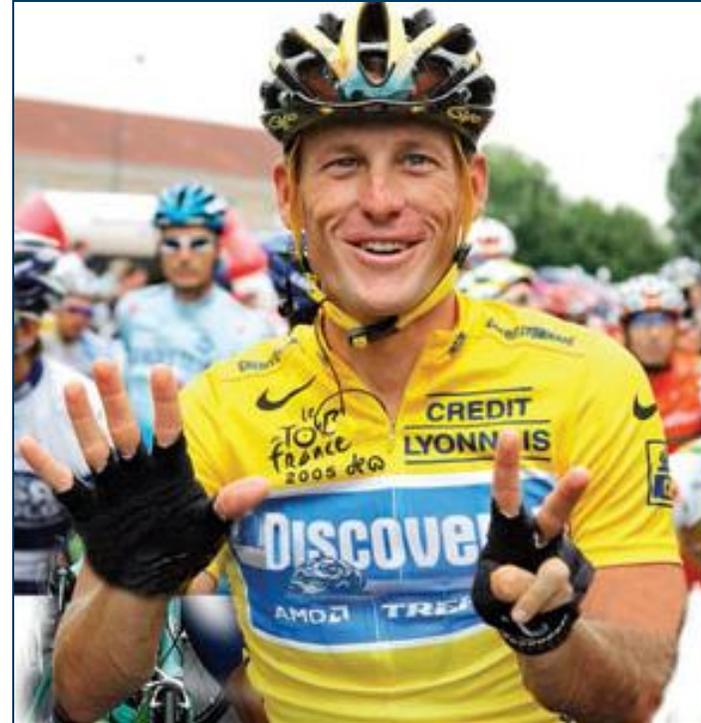
Find a **new partner** (or group of three) in the room and answer the following question:

3) What words would you use to describe a bully?

Then, I'll have you share out!



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/X
- Facebook
- Instagram
- Tik Tok
- Snapchat
- Others?

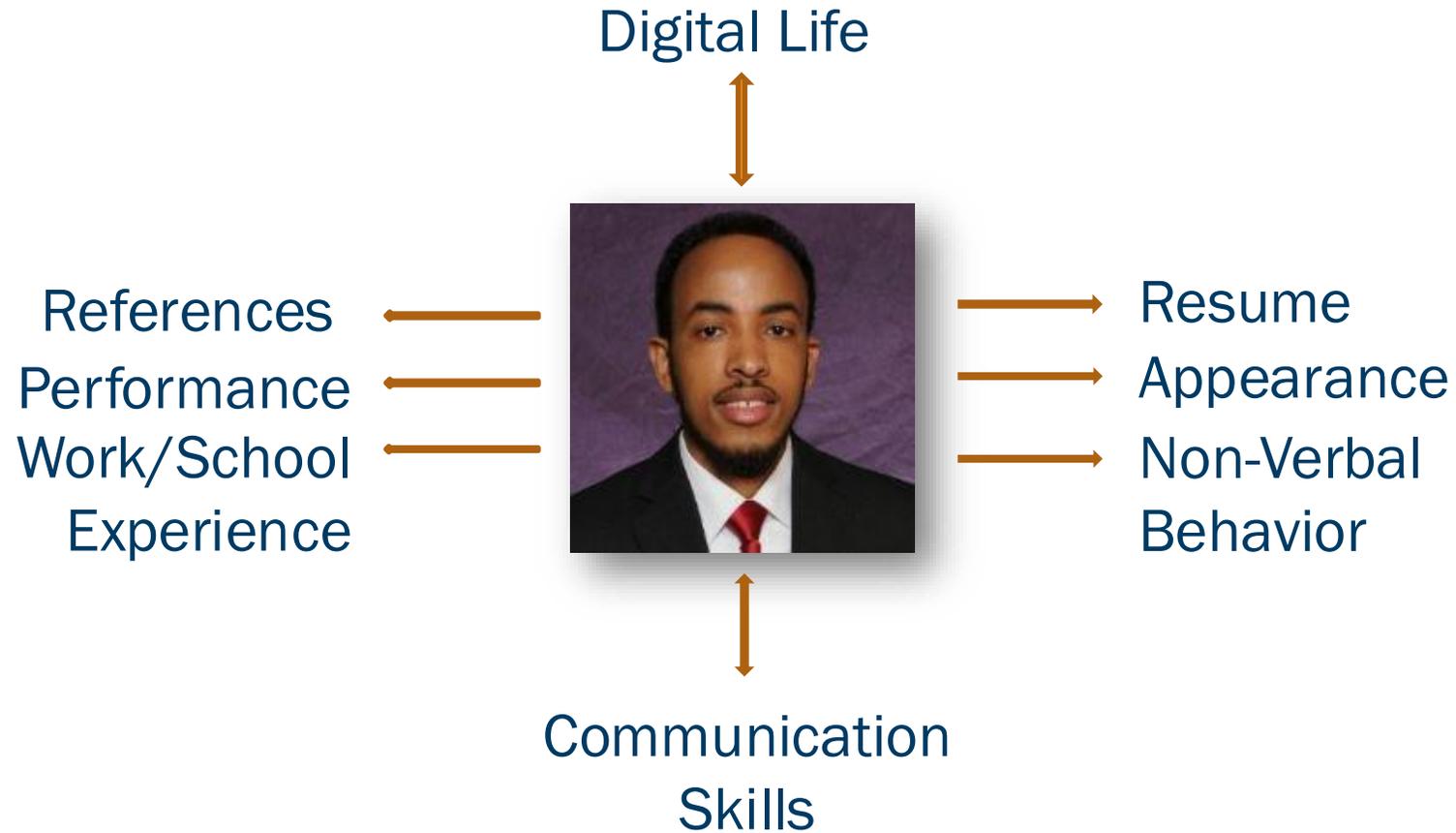


Build Your Brand

How do you continue to build your personal brand?

- Reputation
- Integrity
- Consistency
- Commitment

The Future Professional You



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

- What do I stand for?
- What does my future school or employer stand for?



- Where do I want to be in 4 - 7 years?
- What do I want to accomplish?
- Do I have any dreams I want to fulfill?

Call To Action: Identify Your Brand

- What can you do to identify your Brand?
 - Identify yourself within the 5 big Personalities
 - Psych Central Personality Test
 - Myers Briggs
 - Strengths Finder
 - 10 important traits for career success



Call To Action: Identify Your Direction

- What direction do you take?
 - Tools at School
 - [Parchment](#)
 - [Naviance](#)
 - Internet Tools
 - [Education Planner](#)
 - [Your Free Career Test](#)
 - [Career Interest Survey](#)

- 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: Improve Your Brand

What can you to do improve your Brand?

- Ask Questions and Listen to other people in your life:
 - School Counselors/teachers/coaches etc.
 - Adult leaders, pastors, and relatives, family friends
- Learn what people think of you: [See My Personality](#)
- Know where you want to get
 - [What Should You Be When You Grow Up – Test Q](#)
 - [What Are You Gonna Be When You Grow Up – Pro Profs](#)
 - [What Will You Be When You Grow Up Quiz – Quibblo](#)
- Learn from someone who's been there:
 - [Advice I Wish Someone Had Given Me - LifeHacker](#)

Student Survey



Thank You!

BestPrep gratefully acknowledges the support provided by several volunteers to offer Personal Branding as a part of Classroom Plus.

