Are you the next...

Developing YOUR Personal Brand

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What is a Brand?

A **brand** is the identity of a specific product, service, or business.
Become the CEO of You

_______________________, Inc.

(Insert Your Name Here)
3 Steps in Becoming a Brand Manager

1. Brand Research - Understand What Sets You Apart
2. Brand Development - Consciously Create Your Elevator Pitch
3. Brand Marketing - Market Your Brand to Your Target Audience
Understand What Sets Your Business Apart

Your X Factor

Substance

Style
Brand Research – 5 Questions

1. What are my strongest skills?
2. What do I do that I am most proud of?
3. What kind of companies or industries am I interested in pursuing?
4. What makes me memorable and special?
5. What do I want to be famous for?
Elevator Pitch Demystified

- What is it?
- Why 30 seconds?
- An Example
Why Market?
Networking
Your Online Presence
Social Networking

- LinkedIn
- Facebook
- Instagram
- Twitter
LinkedIn Checklist

✓ Build a 100% complete profile.
✓ Display an appropriate, professional photo.
✓ Upload your current contacts.
✓ Join groups you’re connects to in the “real world” like your college or volunteer groups.
✓ Personalize every connection request.
Facebook/Instagram Checklist

- Use privacy controls.
- Delete any inappropriate photos or posts.
- Join groups related to your professional interests.
- Become a fan of companies you want to work for.
- Use apps with professional potential.
- Post content related to your career or job search.
Twitter Checklist

✓ Choose an appropriate username.
✓ Tweet wisely.
✓ Follow your prospects.
✓ Discover new prospects.
✓ Keep up with the news.
What Else?

✓ Newsletters
✓ Blogs
✓ RSS Feeds
✓ Stay in touch with your network
Be Ready for Continual Re-Branding