



KNOW YOUR BRAND

A personal brand is just that—personal.

It's not about treating yourself like a product. Instead, defining your personal brand is about strategically, creatively and professionally presenting what makes you, you.

If your resume and cover letter tell your professional story, your personal brand drives the character development. Your brand is the sum total of the things that make you unique and uniquely attractive as a job candidate. In short, it's all about "Why you?"

Why You?

EXPERIENCE + SKILLS + BACKGROUND + PASSIONS = YOUR BRAND

YOUR EXPERIENCE

Experience might be academic (courses, major, projects), an internship, a part or full-time job, a volunteer opportunity, or any relevant activity that helped you gain knowledge or build skills.

"My robust experience in a wide variety of digital media production roles..."

"My deep skills in data analysis and visualization..."

YOUR SKILLS

This part of your brand is all about what you can do! Your skills are center-stage here. These skills might have been honed in a class or a job, or a skill you developed on your own.

YOUR BACKGROUND

Your background is rich territory for shaping your brand in an authentic and compelling way. Sometimes it's cultural identity or a unique athletic history. Regardless, this part of your brand says something meaningful about you!

"My background as a first-generation college student who has successfully navigated..."

"My passion for establishing relationships with various communities to advance the fight for environmental preservation..."

YOUR PASSIONS

Your passions drive what you feel is important, the things you do and the decisions you make. They tell an employer a lot about what motivates you. What do you *love* to do?

THE BRAND STATEMENT

A brand statement is a short summary of the attributes—**experience, background, skills** and **passions**—that make you a unique candidate.

MY _____, _____, AND _____
MAKE ME AN EXCELLENT CANDIDATE FOR THIS OPPORTUNITY.

Here's a sample:

*"My academic **background in marketing**, my **skills in social media and data analysis**, as well as my **interest in pursuing a career in food branding** make me an excellent candidate for this opportunity."*

To create yours, assemble the most important parts of your brand into a single sentence. A brand statement is useful in guiding a cover letter, your elevator pitch, interview preparation or just reflecting on what makes you distinctive. Use this worksheet to brainstorm a couple of versions of your brand statement.

YOUR EXPERIENCE

YOUR SKILLS

YOUR BACKGROUND

YOUR PASSIONS

Give it a try!
