Your Name

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Building Your Brand: What professional identity will you build for yourself?

 My personal brand includes my employment history and goals. In the past, I have worked…Currently, I am employed at….In the future, I plan on acquiring a career in … In order to achieve this career, I have two educational goals. The first educational goal is to…The second educational goal is to…

 My professional brand can be viewed by potential employers by browsing my online profile. My online profile includes…In reviewing my online profile, employers would view me as… According to…..[insert information from the articles about the significance of online profile management].

 After reviewing my online profile, employers [may/may not] know that I possess many strengths, but the four strengths that would add the most value to an employer in [insert career] include: [list the four strengths and separate each using commas]. An example of [strength number 1] is when…. Another example is ….. \*Repeat this for each of the four strengths- you must give at least one example, but two earns you maximum points.

 My personal brand is inspired by [insert the researched business person’s name and career]. Describe at least two qualities that the person possesses that you admire and look up to. My personal brand is also defined by inspirational quotes. The first quote that inspires me is “[insert quote 1]” because [explain why you find it inspiring]. Another quote that inspires me is “[insert quote 2]” because [explain why you find it inspiring].

In conclusion, I am seeking employment in [insert career ] and my [insert strengths] can add value to any employer in the field.

Works Cited

[Insert citations in alphabetical order.]