

PERSONAL BRAND WORKSHOP: SUMMARY AND TAKE-AWAYS

Adulthood is just around the corner. It's not easy being a grown-up. Most of us will actually have to work for a living 😊. *It's not too early to start thinking about jobs/internships/careers, and life ahead of you.*

How you present yourself to the world as you move forward is really important to where you are headed. Your image/your brand is what this workshop is about.

Your brand should be: **AUTHENTIC, CONSISTENT, EVOLVING**

Components of your brand include: **MESSAGING** (what you say), **ENGAGEMENT** (how you say it), **PRESENTATION** (how you show up).

DON'T FORGET YOUR "VIRTUAL" BRAND (i.e. social media: FB, Twitter, Snapchat, Instagram, LinkedIn, etc.).

ES IS HERE TO HELP – REACH OUT ANY TIME FOR HELP WTH...

- Resumes
- Cover Letters
- Mock interviews/interview prep
- LinkedIn set up
- Virtual brand review
- Job "readiness" training
- How to search for a job/internship

PERRCs STILL APPLY!

BE PERSISTENT

Follow-up –if you say you will do something, do it

If you don't hear back, PING them again – or try a different contact

If one door closes, find another door (there's an endless supply!)

Use Churchill's words: Never give up! Don't ever give up!

BE ENGAGED

Good eye contact

Strong handshake

Show enthusiasm

Moderate voice pitch and volume

Be curious (ask good questions!)

BE RESOURCEFUL

Use your connections/network (includes friends, teachers, mentor, etc.)

Always be looking for opportunities (on campus/locally)

Use GOOGLE!!!

Think about what you can do to “go above and beyond”

BE RESPONSIBLE

Dress appropriately; act appropriately

Be early (not just on-time)

Social media is important – control your image

Prepare: Do your research (company and people)

Write a personal thank you note (timely)

BE CONNECTED

Request contact info (email, phone)

Share your own contact info

Set up LinkedIn

Register at job sites (indeed.com, etc.)

This fall: Visit your campus career center –make an appointment so they know who you are!

Look at bulletins/flyers around campus

Look into social media groups (FaceBook groups)

Additional Keys to Self-Promotion:

In person → Your experiences, education, strengths, and values should be highlighted on your resume, in an interview, and any meeting . Summarizing your experiences and connecting them to requirements of a position you’re looking for will help them see why you would be a perfect fit. Your education is important to discuss, but **focus on what you’ve learned and how it applies to what you will be doing**, not just your GPA.

In person → **Consider every aspect of a meet-up, like time, place, and attendees, in advance to be prepared.** If you’ve landed an interview, get a mock interview scheduled with a mentor, ES, or a friends. Have your clothes ironed and stain-free. **Create a check-list for yourself of everything you may need in this meeting and use it.**

Conferences/Events = Opportunities → Great opportunities to be noticed by others and to make connections. **Engaging with others in your areas of interest and establishing a position will help you stand out from the crowd and get the opportunities you want.**