

Developing Your Personal Brand

Understand Your Values

- Make sure your personal brand remains compatible with your authentic self
- Be Introspective. What motivates you?
 - What characteristics have others complimented you on?
 - What activities do you have trouble completing?
 - What sort of activities do you enjoy doing for long periods of time?
 - Do you feel that the values of the industry you want to break into closely match your personal values?

Determine What You Want to be Known For

- Where do you want to be in five years? 10?
- Assess your strengths and weaknesses in relation to your desired industry and identify areas in which you need to grow.
- Focus on building your personal brand around skills and qualities that distinguish you from others and make you valuable and desirable to potential employers.

Research Your Desired Industry

- Consider reaching out to individuals in your desired field for informational interviews
- Conduct online research. Ask:
 - How have others become successful in this industry?
 - What have professionals in this industry done to stand out?
 - What credentials do you need to be successful in this industry?
 - What is the typical career path to your desired position in this industry?

Embrace Networking

- Grow your circle by connecting with others in your desired field, both industry professionals and peers who are just starting out
- Networking can be formal or informal!
 - Attend events like career fairs and networking receptions
 - Set up a time to meet with an industry professional over coffee
 - Reach out online, through LinkedIn, or simply through email

Grow Your Online Presence (LinkedIn, Twitter, Facebook, etc.)

- Make sure your LinkedIn page is updated regularly with recent positions and/or accomplishments
- Ensure your social media presence is consistent across different platforms
- Determine what social media pages, or aspects of those pages, you want to be visible
 - Personal posts or photos can be set to be accessible only to family and friends

Prepare an Elevator Pitch

- As you network both on and offline, it's important to have an elevator pitch
 - A short 30-60 second story about who you are helps you to emphasize your talents and strengths, as well as your career aspirations

Ask for Recommendations

- Asking for recommendations from previous bosses, managers, and professors is an extremely effective way to grow your brand
 - Provides a concrete way for others to endorse the skills you choose to highlight

Remain Consistent

- Your personal brand will likely change and grow over time, so it is important to remain consistent in regards to maintaining that brand
 - Maintain connections with professionals in your desired field
 - Keep your social media updated with recent positions and accomplishments
 - Continue to reevaluate yourself and your career aspirations