

Feed your future

Your personal brand

Define your personal brand

To help you determine your current personal brand (a.k.a. your professional reputation), ask three trusted professionals (professors, family friends, internship managers, etc.) to describe your best qualities:

Develop a 15-second “pitch” to introduce yourself in a unique and positive way. This will help build your personal brand in networking situations and job interviews. A good resource to help you develop your pitch is www.15secondpitch.com

1. Tell them who you are

Remember that your primary goal is simply to introduce yourself. What’s the most memorable thing you can say about yourself and your accomplishments? What can you say that will immediately make the other person want to know more about you? Begin with that. “I am _____.”

Examples:

- > a magna cum laude graduate of _____ with a B.A. in _____.
- > a recent grad and a former intern for _____ company.
- > a _____ major and participate in _____ activity.

2. Tell them what you’re good at

Frame your skills in a way that is meaningful to employers.

Examples:

- > “I’m a great organizer. In my internship as a production assistant I received three promotions in one summer.”
- > “I excel at project management. In my internship as an editorial assistant I read three scripts a day while juggling administrative tasks for an office of ten people.”
- > “I’m great with people. As a volunteer for the Red Cross I consistently won high praise for my ability to put first-time blood donors at ease.”

3. Show your knowledge

Another way to build your brand is to show your enthusiasm for the career you are pursuing by discussing research or reading you've done. This is also a smart way to turn an introduction into a conversation.

Examples:

- > *"I'm really interested to hear what you think of the way web 2.0 is affecting the marketing industry. I've been reading a lot about that lately."*
- > *"I just attended a conference about diversity HR practices. What is your company doing in this area?"*

Have more questions about your job search?

*Visit our blog on pwc.tv where you can post your career question and receive an answer from Lindsey Pollak, career development specialist and author of *Getting from College to Career: 90 Things to Do Before You Join the Real World*.*