Performance : 10%

Image : 30%

Exposure: 60%

My personal brand: tell a story, what is my story? Image and the story sells a brand. Because social media is what it is, you have to be your own marketing company.

People will often buy products based on brand name alone. Employers take notice of people who sell themselves and have a story to tell.

**Developing your story:**

Your tailored story; putting together a 30-second long ‘Elevator Pitch’ is essential in navigating interviews.

5 traits about myself (positive traits):

Confident.

Creative

Professional.

Experienced (12 + years of work experience)

Logical.

Someone I admire: Sam Harris – Intelligent, Professional, Logical, Compassionate, Inspired.

Create a short brand statement that begins with:

I am + *what you do* + developer who is + +, + +, and + + because +++.

I am a motivated web developer who is empowered by acquiring knowledge. I am inspired by both my peers and predecessors and believe in improving my character through humility and a dedication to learning.