# Edward Welborn 3.4 Brand Yourself Presentation: First Draft

Below is my first draft for 3.4 Brand Yourself.

My target audience will most be peers in the mobile development realm, managers in the mobile development field, and perhaps even some HR representatives from various companies interested in hiring an up and coming mobile development graduate.

My S.T.A.R. moments will be to keep them laughing, to alleviate a boring presentation, and keep them on the edge of their seat by setting the mood, that the candidate they want to hire would save them money, project time, bring new thinking and blood to their organization that will help them in many different ways. Make them look good for hiring such a wonderful, knowledgeable, and great person to be a genuine asset to their team

In the beginning slides, I will define the candidate (me), this experience, and what he brings to the table, in order to assist in their various projects.

In the middle section, I will define WHY the candidate (again me), would make a great new member to their company, by saving money, man hours on the project due to my experience in all levels of design, and development, keep them laughing to make the presentation light, and keep them audience engaged as to why they really need the candidate (again possibly me).

In the end section, reiterate the reasoning behind hiring the candidate (do I have to say me again), would be the greatest thing they ever did, to make them look good, to their management team, the shareholders, their profit margin, and the end user.

Slide 1:



Voiceover

Hello everyone, thank you for coming. You might be wondering why I have the first picture up the way I have it.

Well today we will be discussing you, your wants, you trial and tribulations, your needs, stress points, and yes, even panic points about your mobile development projects.

I have your solution. Such a great solution it is, that at the end of the presentation, you will be applauding, cheering, and jumping for joy at the weight I have lifted off your collective shoulders.

Slide 2:

Zoom in on a nicely dressed Edward in a semiprofessional pose

Voiceover

This ladies and gentlemen of the jury, oh wait, wrong crowd.

This is Edward Welborn, a recent graduate of Full Sail’s mobile development bachelor’s degree program.

As you can see from his picture behind me, he is an upstanding and distinguished older gentleman, but don’t let the old fool you, he still has some smarts left that can help you, save money, build a top talent mobile development team, aid in a better user experience, and did I say help save money and time on any mobile development project you can throw at him, both big and small.

Before we get onto the heavy lifting on WHY you should add him to your team let me get to the things that led this gentleman to stand before you today.

Many years ago, when Edward was still in high school, he liked the new computers that the school bought for the newly formed programming class, those computers were Radio Shack Tandy Model 1 computers, see I told you he was old.

Finding out he was rather good, at programming, thoroughly enjoyed playing the games on those old computers, that he felt compelled to learn all he could.

After school, he went to work programming computer for small companies in the basic language, now mind you this was before our wonderful windows operating system so they wrote the user interface by hand, and had to learn to write them so that anyone could get to their menu item quickly and without any frills and extras.

Since then, he has done about everything under the sun, from programming, Database administration, Service desk, system administration, and a multitude of other various fields surrounding the information technology genre.

Slide 3: Edward Sitting at his desk programing

Voiceover:

About now, you are asking yourself, why am I being bored to death with a history lesson for someone we don’t really care about. Well let me tell you why I have taken up so much of your time with the history. It is to show you what kind of person Edward is. I want to convey to you, his sense of experience, and what he brings to the table to help YOU, the HR people with making your boss happy you found such a good fit for your organization, you the Development managers and how this person can save you money, cut development cost, as well as add to the end user experience on how well he designs a concise, easy to follow front end that even a five-year-old can follow. Now I am not saying that your end users have a five-year-old mentality, but I am saying that it will make their life easier being able to find what they need to do in a timely manner without digging a deep hole in the menu system or clicking twenty times to get to whatever they are needing at the time. Yes, even you the current peers of the development team, with his helpful attitude, his new ways of approaching any situation, his easy going laid back and sometime even funny demeanor that will keep the day light, and hopefully a stress, drama, and just one of those grumpy days everyone has now and again.

Slide 4: Edward laying atop the word conclusion

Voiceover:

Now, that we have discussed the benefits of hiring Edward, you will surely see, how important he could be for your company how he could make your life easier, much more rewarding, a yes, even perhaps a bit more stress free. Which as everyone knows leads to happier lives, the universe will align accordingly, feed the poor, and yes, even perhaps be a solution for world peace. A disclaimer though in closing, to take Edward on as a member of your valued team may be a bad thing for your company’s shareholders, as they may see a rise in profits, and perhaps even stop yelling at your upper management due to longer project times, and even maybe perhaps have a less grumpier outlook on life.

Thank you for your time, and in listening to me ramble about the candidate in question for your employment opportunities with your esteemed companies