

1. How will a compelling personal brand benefit a professional in your chosen industry or desired career? Whether you are seeking out a particular position or trying to land a freelance job, I believe a compelling personal brand can really make or break you; at least when there is decent competition. If you want to have a leg up on your equals in the field, I think it is important to have a solid online presence, work history, resume, and network of professionals who can all vouch for you and/or recommend you for work.
2. Who is your industry "hero" or someone you look up to and admire? What is your perception of their personal brand? Provide an example of a brand touchpoint that has influenced your perception of their brand. I have a few industry heroes, but today I'm going to choose Jon Cousins, founder of Moodscope. My perception of his personal brand is based primarily on the emails Moodscope.com sends out daily. Cousins hasn't been a writer for them for a while now, but in earlier subscriber emails Cousins would share his own personal stories relating to his struggles with depression to help his subscribers work through their own mental health issues. The creation of Moodscope is really the only thing I know about Cousins, but I think that's all I really need to know about his personal brand. He suffered from depression, he researched and developed a site to help him track his mood, and he shared it and himself with those interested in improving their mental health, and has helped many people in doing all of this.
3. Have you noticed any benefits yet from growing your personal brand? What benefits do you anticipate? Has your personal network grown? I have not yet noticed any benefits from growing my personal brand, but I expect this to come with time. I would like to continue to build my brand while in school and work on networking with my classmates, so that when I graduate I am better prepared for moving into my chosen industry.
4. How will you continue to improve and build your personal brand? I plan to improve my networking skills throughout my time here at Full Sail. As we progress, I believe we'll get to know one another better if we continue to share classes. I hope to bond more with my classmates over the coming months, and find professionals already in my field as I learn more about it.