1. How will a compelling personal brand benefit a professional in your chosen industry or desired career?

Assuming I choose to design and or develop mobile apps and other software related to the education industry having a compelling brand image will give credibility to my concepts and also help potential students/clients trust and believe in my product.

1. 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 to say I trust and admire someone that state’s their personal brand by doing less active “personal branding” and just acts natural.

1. Have you noticed any benefits yet from growing your personal brand? What benefits to you anticipate? Has your personal network grown?

I can not say directly as of yet I have noticed any benefits from growing my personal brand. As I have talked about before in previous classes one of the largest social media platforms for the country I live in is WeChat. It is a kind of chat application with the addition of a posting feature called “moments” that lets you tell your friends what you are doing through image, video, and dialog post. I often check these moments and post replies to former students moments. I also make it a point to be selective in the content I post on my moment in a way that promotes my brand image.

1. How will you continue to improve and build your personal brand?

I will continue to keep my LinkedIn up to date witch is actually pretty popular with Chinese professional as well as keep my Facebook activity nice and tidy. For me access to Facebook is blocked in China no mater how hard Mark Zuckerberg so it doesn’t pose a lot of professional use for me, I use this mostly to keep in touch with personal friends anyways. I feel my online presence is pretty clean as but I am open to making improvements if the opportunity arises.