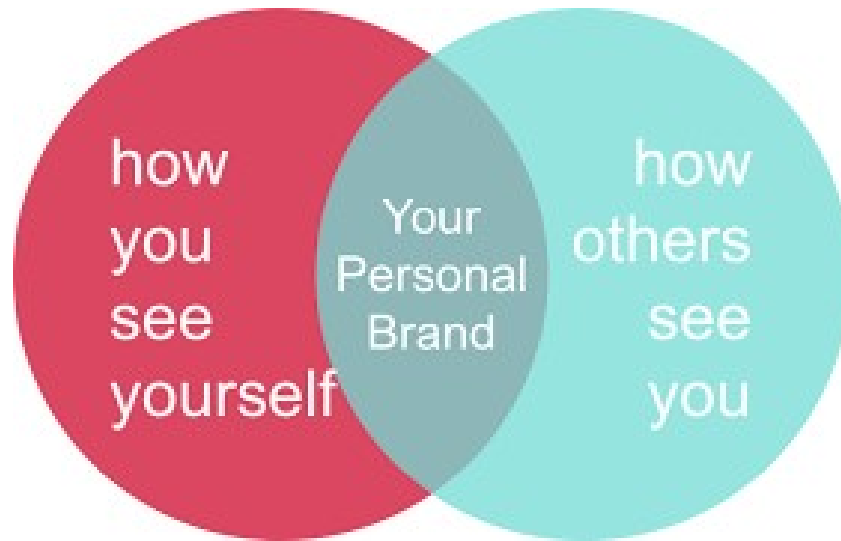


ESTABLISH YOUR PERSONAL BRAND (EYB)

Student Handout

COMMON CORE CURRICULUM

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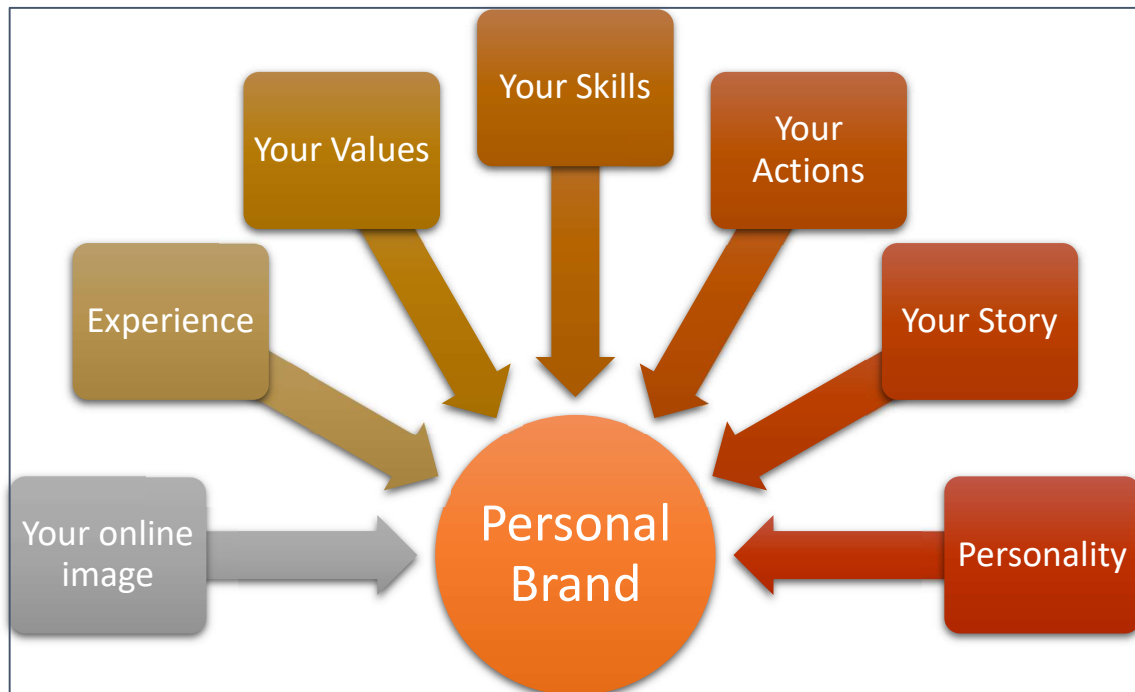
“PERSONAL BRAND”**What is Personal Branding?**

- ***the practice*** of marketing oneself to society
- ***the process*** by which an individual actively tries to manage others' impressions of their **skills**, **abilities** and **experiences**.

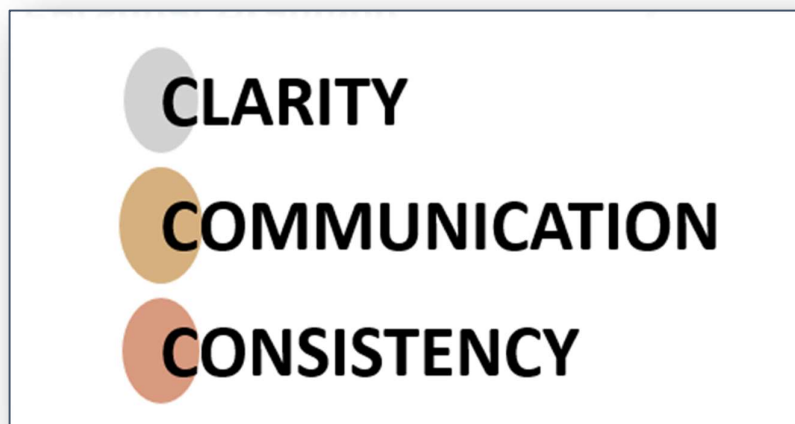
Establishing a Personal Brand means:

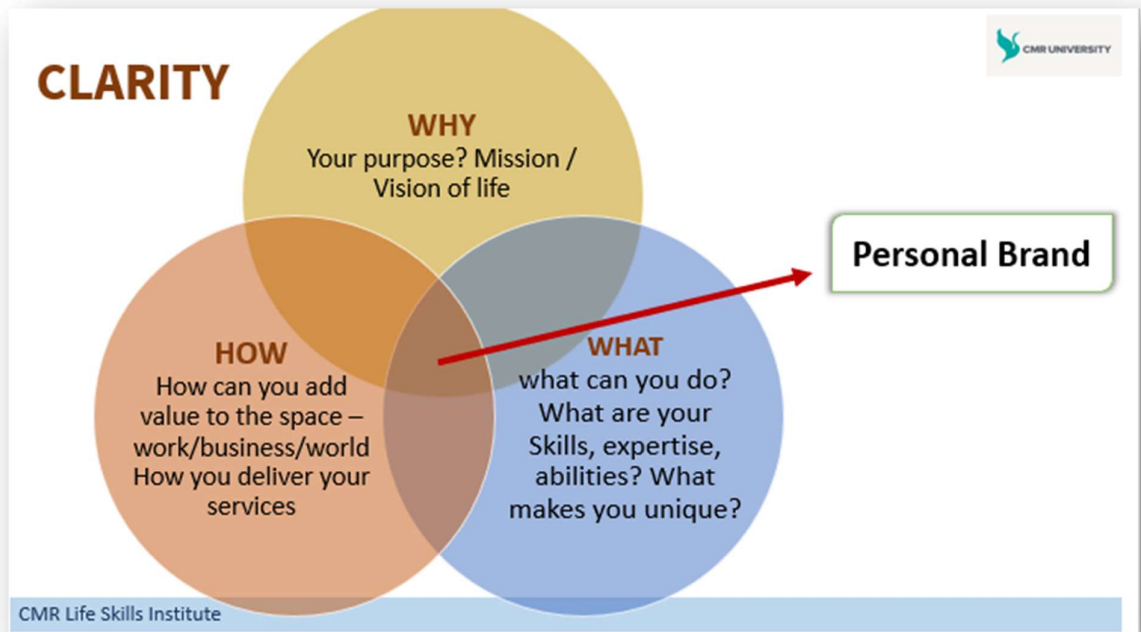
“The ***intentional*** act of telling the world **who** you are and **how** you add value.”

**BUILDING YOUR PERSONAL BRAND MEANS BUILDING YOUR PUBLIC IMAGE BY
HARMONIZING WHO YOU REALLY ARE AND HOW OTHERS SEE YOU.**



3 C's OF PERSONAL BRANDING





2.COMMUNICATION

- your **BRAND STATEMENT**

Your Elevator Pitch.

Make it **Attention-grabbing, Compelling And Memorable**

- This is essentially “**Your story!**”

Be Genuine and Authentic.

Remember your Audience.



3. CONSISTENCY



- **Consistency = Commitment for Growth**
- Back up your words with actions.
- Your choices, words, and actions should foster trust and confidence in your brand (In you)



The **secret** of successful personal branding is an underlying **consistency**.

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TIPS FOR STUDENTS TO ESTABLISH THEIR BRAND:

- ✓ **Ask** yourself how you want to be Remembered –*what makes you ,you*
- ✓ **Brainstorm** the skills you bring to the table
- ✓ **Establish** your Audience
- ✓ Get **Networking**
- ✓ Have an **Online** presence
- ✓ **Live** by your Personal Brand

Personal Brand to Ace the Interview -AIDA method 			
Attention	Interest	Desire	Action
<ul style="list-style-type: none"> • The right resume /CV, Cover letter, Online profiles should get that done • Focus on using “Key words” as well • Consistent Online and Offline Image 	<ul style="list-style-type: none"> • Remember the Brand Statement you wrote? Customise it and use it • Mention your achievements and results that are relevant 	<ul style="list-style-type: none"> • Your intentions for working there • Goals that you would help them achieve • Share examples to show how your skills can meet their needs 	<ul style="list-style-type: none"> • Follow up post interview • A standard Thank you Email • Feedback • Negotiate the offer if needed
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PERSONAL BRANDING AT WORKPLACES

- Identify your skills, expertise
- What role do you play in your team
- Learn to Network
- Work on your Soft skills
- Be Proactive and Learn
- Speak up during Meetings
- Share your expertise
- Audit your Social Media Presence
- Ask colleagues for Professional Recommendation

PERSONAL BRANDING USING LINKEDIN

- Make Meaningful Connections
- Create, Share and Publish Content
- Customize Your Feed
- Follow the ones that matter, and unfollow others
- Participate in groups
- Engage with people

9 Mistakes to avoid in Personal Branding

1. Not being Authentic
2. Being a Copy-cat
3. Having no clarity
4. Underestimating the commitment required
5. Not owning your mistakes
6. Being self-centred – know when to draw the line
7. Not Networking enough
8. Forgetting to Engage with others on social media
9. Not learning, improvising or keeping up with new developments



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9 ways to Build Your Personal Brand

1. Be Open to Feedback
2. Do a Reality Check
3. Polish your Brand Strategy
4. Get your show on road
5. Widen your Network
6. Harness the potential of Social Media
7. Find a Mentor
8. Be your own Supporter, Advocate, and Spokesperson
9. Continue to Persevere, Improve and Grow



How
to
Brand
Yourself?

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*****The End*****