**Step by Step Guide to Creating a**

**Professional Brand Statement**

**What is a Professional Brand Statement?**

To be employer competitive, your job search materials, your portfolio, and what you say in an interview need to be aligned to your most relevant and valuable skills. Employers do not want to hear vague statements about what you are good at— they want to hear specifics and see evidence of your skills and accomplishments. When you provide this specific and clear detail, you help them to understand what kind of employee you will be, and how you will specifically add value to their team.

The Professional Brand Statement specifically targets your professional identity and provides a direct, clear, and concise introduction to employers. You will use this statement to help you develop an elevator pitch that you can use when meeting people at networking events or informational interviews.

You create a Professional Brand Statement by reflecting on your background and skills. This work also prepares you to create your resume, network, and prepare for interviews.

**What Makes a Strong Professional Brand Statement?**

The Professional Brand statement should be no more than **75-150** words and should touch upon key elements that showcase what makes you a top candidate for a potential employer. The professional brand statement should **always be adaptable**. It can and should be trimmed or expanded depending on the purpose, audience, and platform on which it appears (e.g resume, LinkedIn, website, email, networking documents).

**How Should I Write a Professional Brand Statement?**

If this is the first time you are writing a professional brand statement, this document should serve as a guide to help you through the process.

If you are experienced in building your brand statement, you may want to skip this guide and use the [Professional Brand Statement Criteria](http://bit.ly/2EJSdQT) document to help you update and polish it.

**PAST | PRESENT | FUTURE**

Employers are typically looking for the following three things.

1. **Technical Skills**

Do you know how to do the job? How have you demonstrated your skills?

1. **Workplace strengths**

How do you do the job? Do you have strong interpersonal skills? (teamwork, collaboration, communication, learning, problem solving)

1. **Passion**

Do you love what you’re doing? Have you displayed evidence of that passion?

Frame your professional brand statement in terms of the past, present and future. Your brand statement should communicate where you have been, where you are now, and where you want to to go.

Below are a series of questions to consider. You do not need to submit this form, but instead you should use these questions to brainstorm and think about your past, your present, and your future. If you already have a good sense of your skills and strengths, you can skip this section.

**Step 1: Your Past**

Look at your work and education history. Think about your major accomplishments and the skills you have built over time. Bullet out a few ideas here. For example, make notes if you have worked two jobs at once or worked your way through college— both examples are evidence of a strong work ethic and the ability to juggle competing priorities successfully. Think through all your past experiences for similar strengths.

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| **Accomplishments in the Past** |
| Undergraduate from CSUF in Health Science with minor in Kinesiology  Masters in Business Administration from University of Phoenix  Certified Strength and Conditioning Specialist  5+ years experience in Health and Fitness  Worked full time while completing Masters Program  Work independently as a personal trainer to build a book of business  Worked with a team to help open a fitness center |

**Step 2: Your Present (Focus on the Bootcamp)**

Think about yourself *now* and your current skills from a technical perspective— things you’ve learned how to do in the Bootcamp. What do you enjoy doing? What are you good at doing? List all the things you are good at doing, and then list all the things you love doing. Notice where there are overlaps and gaps.

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| **I am good at…**  (e.g. coming up with many features to make an interface friendly) | **I enjoy…**  (e.g. making creative tools to make designs come to life) |
| Reading codes and understanding the structure  Using python to run functions on data sets  Use VBA to perform functions on excel spreadsheets | Learning how new codes and structures can help perform operations on data set  Manipulating data to get a better understanding of information within data set |

**Step 3: Your Present (Focus on who you are)**

Now think about your strengths as an employee and as a team member. These are strengths that are a reflection of your personal attributes. (For example, calm under pressure, very organized, a great communicator, a quick learner, infectious optimism.) Some of these ideas may overlap with your answers to step 2. That’s okay - we’re just trying to brainstorm here.

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| Good at communicating with people  Able to multi task and work on multiple projects at once  Can stay focused under pressure  Quick at seeing patterns and organizing information |

**Step 4: Your Future**

What job are you seeking? What would you love to be doing after you graduate?

Jot down a few bullets here.

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| Work for a fitness or wellness brand  Work for a marketing firm  Work for a health care firm |

**Step 5: Your Brand Statement**

Use this reflection exercise about yourself based on your Past, Present, & Future to summarize 3-4 major points (accomplishments, strengths, passions, skills and personal attributes) that you think should be reflected in all of your job search materials (bio, resume, LinkedIn, website)? **What key attributes reflect who you are, what you are able to do, and what you are passionate about?**

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| Being a curious individual, I love to learn new things. In my past, I have learned about the human body and how to keep it healthy while also increasing physical performance. I have learned how to communicate and motivate, not only individuals, but also large groups of people to get active and become healthier. I have learned and developed my leadership and communication skills throughout my five years in the field of personal training and gym management. I have also obtained a Master’s Degree in Business to get deeper knowledge on how to make a business run efficiently and use various ways to market my skills to increase business. Currently I work in the corporate world helping employees transform their sedentary lifestyles by consulting, training, and teaching them how to make positive changes to lead healthier lives. I have always had an interest in being an explorer. Whether it be exploring different books or exploring and learning new skills. I am now enrolled in a Data Analytics program to learn how to take raw data and create a comprehensible summary. As the world moves deeper into computers and technology, I find it valuable to understand how to make sense of all the data that comes through these large data agencies. In the future, I want to work for health and fitness brand which uses effective marketing and communication methods to help promote wellness. |

After summarizing 3-4 major points, draft a professional brand statement in resume friendly language. Use the [**Brand Statement Criteria**](http://bit.ly/2EJSdQT)and [**Professional Brand Statement Samples**](http://bit.ly/2nJWvzG) resources available to evaluate how you have done.

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