1. **Personal Brand Statement**

a) Record your Values, Interests, and Skills Below, and identify what you think your greatest strength as a professional is:

Values

|  |  |
| --- | --- |
| 1. | 2. |
| 3. | 4. |

Interests:

|  |  |
| --- | --- |
| 1. | 2. |
| 3. | 4. |

Skills (2 technical, 2 transferable):

|  |  |
| --- | --- |
| 1. | 2. |
| 3. | 4. |

Strength

|  |
| --- |
|  |

b) Gather feedback from two peers. Ask them to provide you with three words that they would use to describe you. What do they think is your greatest strength?

|  |  |  |
| --- | --- | --- |
| Person: |  |  |
| Descriptors: |  |  |
| Strengths: |  |  |

c) Determine the similarities and differences between what you perceive about yourself compared with what others think of you:

|  |
| --- |
| Similarities: |
| Differences: |

1. **Synthesize the similarities into a single statement (25-50 words) identifying your personal brand:**

|  |
| --- |
|  |

1. **Elevator Pitch**
2. **What is your name?**

|  |
| --- |
|  |
|  |

1. **What are you studying?**

|  |
| --- |
|  |
|  |

1. **What do you like to do in your spare time?**

|  |
| --- |
|  |
|  |

1. **What do you care about?**

|  |
| --- |
|  |
|  |
|  |

1. **What sets you apart from others?**

|  |
| --- |
|  |
|  |
|  |

1. **What are you seeking?**

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| --- |
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|  |

**Take the information from a) to f) and write the answers in sentence form using between 90-120 words:**

|  |
| --- |
|  |

1. **Twitter Account**

Twitter handle

|  |
| --- |
| @ |

# Tweets

|  |
| --- |
|  |

# Following

|  |
| --- |
|  |

# Followers

|  |
| --- |
|  |

Account Description (“About Me”) Text

|  |
| --- |
|  |

Location:

|  |
| --- |
|  |

Text of last five tweets:

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |

1. **LinkedIn**

Account Link

|  |
| --- |
|  |

Professional Headline

|  |
| --- |
|  |

Summary

|  |
| --- |
|  |

Skills

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |

Companies you are following:

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |

Groups you have joined:

|  |
| --- |
| 1. |
| 2. |
| 3. |