**Personal Brand Website**

**Pages:**

1. **Your Personal Brand (landing page)**
2. **Get started**
3. **Define Your X Factor**
4. **Understand Your whY Factor**
5. **Eliminate Your Zzz Factor**
6. **Ready, Set, Show**
7. **Stand out online**

Every page contains:

1. **Header** with **headline** and **copy**
2. **Modules** for the main body (i.e. video, tools, plain copy)
3. **Side bar** with modules (workbook, ID calculator, people)

**Page 1. Your Personal Brand**

**Header**

Headline: Your Personal Brand

Copy: PwC has created a personal brand experience to help you find and showcase your strengths so you can stand out from the crowd. By tapping into your unique skills, talents and passions, you can leap off the pages of your resume and to be top of mind to your recruiters.

**Get started module (same module at the bottom of each page)**

Title: Get started link: Learn more >

1. X Define Your **X Factor** link: Step 1 >
2. Understand Your **whY Factor** link: Step 2 >
3. Eliminate Your **Zzz Factor** link: Step 3 >
4. Ready, Set, **Show** link: Step 4 >

**Tools module**

Title: Tools

1. Online ID Calculator  
   Subtitle: What's your online identity?

Hover copy: See how your brand currently shows up, get results and customized tips on how to improve your personal brand.

Link: Online ID Calculator >

Graphic: insert calculator icon

1. Workbook  
   Subtitle: Interactive PDF  
   Hover copy: Download the Personal Brand Workbook now and start mapping your brand plan today.  
   Link: Download the workbook >  
   Graphic: insert workbook icon

**Stand out online module**

Title: Stand out online

link: Learn more >

Copy: Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want to people to see the real you in the virtual world.

We'll help you analyze your online reputation and make a plan to align it with your real-world brand through the help of our Online ID videos and the Online ID Calculator.

Link: Stand out online >

**Video module**

Side copy: Power up your passions, fuel your purpose, engage your unique strengths, fire up your opportunity engine and enjoy your personal branding journey. **We'll be cheering you on at every milepost.**

Video and title: Your Brand in Action--PwC People Share Their Personal Brand Advantage

**Calendar module**

Title: Find us on your campus

Link: See all events

Body: Insert image and copy from calendar module

**Side bar (same on every page)**

1. **Our people module**
2. **Calendar module**
3. **Online ID Calculator module**  
   Title: Online ID Calculator  
   Icon: insert calculator icon  
   Copy: See how your brand currently shows up, get results and customized tips on how to improve your personal brand.  
   Link: Reach's Online ID Calculator >
4. **Personal Brand Workbook module**  
   Title: Personal Brand Workbook  
   Copy: If you haven’t already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan.  
   Link: Download the Workbook >

**Page 2, Get started**

**Header**

Headline: Get started

Copy: This series of interactive, fun and actionable activities will give you the clarity and direction you need to help you understand, communicate and maximize your brand.

**Get started module (same module at the bottom of each page)**

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**What’s your brand?**

Copy: Your personal brand is the reputation you’ve built with people in all walks of your life. Each interaction you have with others creates a memorable experience in their hearts and minds that teaches them what they can expect from you. So, think of your personal brand as your calling card–your unique promise of value.

In building your personal brand, you will define your individuality, maximize your strengths and manage your choices now to create future opportunities.

**Step up to stand out**

Copy: PwC has created a personal brand experience to help you find and showcase your strengths so you can stand out from the crowd. By tapping into your unique skills, talents and passions, you can leap off the pages of your resume and top of mind to your recruiters. Use the activities offered here to take charge of your professional success—stand out while being your **best** self.

**Tools module**

Title: Tools

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   Subtitle: What's your online identity?

Hover copy: See how your brand currently shows up, get results and customized tips on how to improve your personal brand.

Link: Online ID Calculator >

Graphic: insert calculator icon

1. Workbook  
   Subtitle: Interactive PDF  
   Hover copy: Download the Personal Brand Workbook now and start mapping your brand plan today.  
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**Side bar (same on every page)**

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**Page 3. Define Your X Factor**

**Header**

Headline: Define Your X Factor

Copy: You may not know this, but there’s a superhero inside you who’s waiting to be revealed.

**Video module**

Video and title: Define Your X Factor

**Unleash your super powers module**

Copy: You may not know this, but there’s a superhero inside you who’s waiting to be revealed. It’s likely you’ve been focusing on your own personal Kryptonite. Change gears. That’s not where the value is It’s time to focus on your superpowers so you can leap over tall stacks of resumes in a single bound.

What makes you stand out?

* Which of your skills motivate you?
* Which get others excited about you?
* What do you want to be known for?

**Conquer your Kryptonite module**

Copy: Stress can be Kryptonite for every facet of your life. Stress can quickly put our personal brands at risk by challenging us to be at our best under difficult circumstances. In this section, you will learn how to destress for success. By understanding what causes you stress and looking at techniques to mitigate that stress, you’ll always be able to put your best foot forward.

**Video module**

Side copy: **Stress can be Kryptonite for every facet of your life.** Watch this video to help destress for success.

Video and title: Destress to maX Sucess

**Get started module (same module at the bottom of each page)**

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**Page 4. Understand Your whY Factor**

**Header**

Headline: Understand Your whY Factor

Copy: Now that you have greater clarity on your strengths, it’s time to dig a little deeper into who you are, what makes you tick and what’s important to you.

**Video module**

Video and title: Understand Your whY Factor

**What makes you tick?**

Copy:Now that you have greater clarity on your strengths, it’s time to dig a little deeper into who you are, what makes you tick and what’s important to you. A good way to start is focusing on your values and passions. Your values are like your personal compass--they drive your behaviors. Your passions are a renewable energy source that fuels your actions. And your purpose is your internal vision of what you’d like to achieve. It’s like an internal roadmap that points your decision-making in the right direction.

If you truly understand your **whY Factor**, you’ll be able to design a career plan that connects with your values, passions and purpose. When you’re living in alignment with your values and integrating your passions into what you do, you are excited, engaged and totally unstoppable. This is the opportunity engine, allowing you to align who you are with what you do and how you do it. It will truly differentiate you from others because you’ll be super charged with your unique promise of value.

Whether it's choosing your major, determining the electives you should take to help you stand out from the crowd, or identifying what organizations you might join to give back to the community and share your skills with others. Each of these decisions will be an expression of your personal brand and help you begin to make your mark. Your Personal Brand Workbook will help you capture and define your values, identify your passions, and think about your purpose so you can make decisions about your future.

**Video module**

Side copy: **Giving back is important.** It’s anoutward expressionof your values and purpose. It’s inspiring. It’s empowering. **It’s part of successful branding.**

Video and title: Build Your Brand Make an Impact

**Build your brand and make an impact**

Copy: Contributing to a cause lets you showcase your strengths, work toward your purpose, and demonstrate what’s important to you. Giving to others builds new skills and new network connections. It provides a genuine sense of fulfillment and belonging to something bigger than yourself. In this activity, we’ll help you use what you learned about your skills, values, passions and purpose to identify the right volunteer opportunity for you. Watch the video above to learn more about opportunities to build your brand by giving back.

**Get started module (same module at the bottom of each page)**

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**Page 5. Eliminate Your Zzz Factor**

**Header**

Headline: Eliminate Your Zzz Factor

Copy: Personal branding is about standing out while being yourself – your **best** self. You need to step-up to stand out. To be a keeper, don’t be a sleeper.

**Be a keeper not a sleeper**

Personal branding is about standing out while being yourself – your **best** self. You need to step-up to stand out. To be a keeper, don’t be a sleeper.

Storytelling is a great tool to make sure you’re able to convey the essence of who you are versus just sharing a laundry list of what you’ve done. In today’s competitive marketplace, you need to be able to be memorable and convey the authentic you while setting yourself apart from others who may be competing for the same opportunities. You need to bring your whole self to your interviews and be authentic in your interactions so you can make sure that the organization you’re pursuing is a good fit for you. Remember, as much as they are interviewing you, you are interviewing them, too.

What you do says volumes about you, however telling your story is beyond what you say. Remember that first impressions matter. Don’t let something as small as professional attire or body language sink your ship before you’ve even spoken. Your Personal Brand Workbook has some important tips on professional presence so you can put your best foot (and shoe) forward.

Watch the videos to learn more about how to *Amp Up Your Interview*, soar above the crowd of competition and get *Networking Nitrogen*.

**Video module**

Video and title: Amp Up Your Interview

**Video module**

Video and title: Networking Nitrogen

**Amp up your interview**

Copy: An easy way to amp up your interview is to effectively use storytelling to express the essence of who you are and to build connections with prospective employers that will help them remember your exceptional promise of value.

Watch the video to hear from a recruiter’s perspective on what matters most to them, and see the difference first hand between a *sleeper* and a *keeper* interview in action.

**Networking nitrogen**

Copy: Networking is critical fuel for the opportunity engine. Your successful job search requires that you blast open doors that might be closed to those who are less prepared.

It’s not always what you know, it’s **who** you know. Networking can be even more powerful when it begins with face to face and then is sustained through bits and bytes. You need a networking plan to make sure you’re getting your name and face out there in a meaningful way. Capitalize on networking opportunities so you’re memorable within a sea of other job seekers when people meet you.

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**Page 6. Ready, Set, Show**

**Header**

Headline: Ready, Set, Show

Copy: Your resume and bio should reflect who you are, not just what you’ve done. A well done resume and bio express an authentic picture of your unique promise of value.

**Video module**

Video and title: Ready, Set, Show

**Leap off the page**

Copy: In today’s competitive marketplace, you need to rev up your career marketing tools so you can stand out by putting your best foot forward. And to get your best foot in the door, you need to have a resume and other foundational tools that will get you noticed.

Your resume and bio should reflect who you are, not just what you’ve done. A well done resume and bio express an authentic picture of your unique promise of value. They create an experience of you in the mind of the reader before they even meet you. Through these tools, you can build emotional connections so others want to get to know you better. To make sure that you leap from the pages of your resume and top of mind to your recruiter, be sure to watch to learn about:

*Marketing brand you*

*Charismatic cover letters*

*Resumes that resonate*

*Branded Bios*

*Spinning Your Web*

*Giving Thanks that Ranks*

**Stand out online**

link: Learn more >

Copy: Social media tools like Facebook, Twitter, LinkedIn and YouTube can

help you express your brand to a much larger audience. You want

people to see the real you in the virtual world.vIn this activity, we’ll help you analyze your online reputation and make a plan to align it with your real-world brand through the help of our series of ***Online*** ***ID videos*** and our ***Online ID Calculator.***

Link to > Your social media tools

**You have opened the door**

Copy: **You are on your way.** You have taken a major step toward understanding and expressing your personal brand. Now, think about how you are going to integrate your unique promise of value into everything you do, consistently communicate and use it to support your career aspirations.

Watch the video below for some final thoughts.

**Video module**

Side copy: Power up your passions, fuel your purpose, engage your unique strengths, fire up your opportunity engine and enjoy your personal branding journey. **We'll be cheering you on at every milepost.**

Video and title: Your Brand in Action--PwC People Share Their Personal Brand Advantage

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**Page 7. Stand out online**

**Header**

Headline: Stand out online

Copy: Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world.

**Video module**

Video and title: Stand out online

**Your social media toolkit**

Copy: ***Building your brand in bits and bytes***

Chances are you are already using social media in a variety of ways. With the advent of the internet we can communicate at lightning speed with anyone in our existing network. It is important to remember that what you put on the internet is captured there for posterity. Not only can your current network access this material, so can your future contacts, employers and network influencers. At lightning speed you can positively or negatively impact your brand. Let’s make sure you are using those super powers for good. In this activity, we’ll help you analyze your online reputation and make a plan to align it with your real-world brand. Watch the first video and get ready to build your brand in bits and bytes.

After you watch the *Google yourself* video, visit the Online ID Calculator. This tool will help you see how your brand currently shows up online. Once you get your results, watch videos Online to help you complete the exercises in your Personal Brand Workbook.

**Video module**

Video and title: Google yourself

**Online ID Calculator**

Copy:

With this tool you can see how your brand currently shows up. Once you

get your results, watch the Online ID videos to help you complete the exercises in your Personal Brand Workbook.

**Link to: Online calculator >**

**Video module**

Side copy: **Your Online ID:** Social media tools likeFacebook, Twitter,LinkedIn and YouTube can help you express your brand to a muchlarger audience. **You want people to see the real you in the virtual world.**

Video and title:

Online ID: Volume and Relevance

Online ID: Purity

Online ID: Diversity

Online ID: Validation

**Your Online ID**

***Copy:***

***Volume and relevance***

Volume and relevance are two important measures of your online brand. Volume speaks to how much content there is about you on the web. Relevance speaks to how consistent the content is with who you say you are. Watch and listen to William Arruda share his thoughts on how you can increase the volume and relevance of your online content.

***Purity***

The web is a crowded place and often, when someone googles you, they see your content mixed in with content from others who share your name. To build your personal brand, it’s important for others to be able to discern what content is about you. Watch and listen to William Arruda explain techniques for ensuring your Google results are pure.

***Diversity***

When you use diverse media – images, video, etc. – to depict your brand on the web, you paint a 3-D image of your personal brand. In this video, William Arruda shows you how to augment text with multi-media to tell your story in a more interesting and compelling way.

***Validation***

What you say about yourself online is important. Getting that validated by those who know you is even more important. Learn from William Arruda about the importance of including recommendations, testimonials and endorsements in your online branding activity

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