Building your brand

Template

Please answer the following questions based on the research you have conducted:

1. Identify three professional people (either that you know personally or in the public domain) and the personal brand attributes you admire about them.

Person One: Sachin Tendulkar:

1. Sachin Tendulkar is India's first active cricketer to be nominated to the Rajya Sabha.

2. As an aspiring fast bowler, a young Sachin Tendulkar was rejected by Dennis Lillee's MRF Pace Foundation in 1987.

3. During the 1987 World Cup, Sachin was a ball boy for the match between India and Zimbabwe at the Wankhede Stadium. He was 14 then.

4. Sachin Tendulkar fielded for Pakistan as a substitute during a one-day practice match against India at the Brabourne Stadium in 1988.

5. During his early days, Tendulkar would win a coin from his coach Ramakant Achrekar if he could bat through an entire session of nets without being dismissed. Tendulkar has 13 such coins.

6. In October 1995, Sachin became the richest cricketer when he signed a five-year contract worth Rs 31.5 crore with World Tel.

7. Sachin Tendulkar used to sleep with his cricket gear during his junior days.

8. Sachin Tendulkar loves collecting perfumes and watches.

9. Tendulkar's first car was a Maruti-800.

10. Sachin Tendulkar was the first international batsman to be given out by a third-umpire.

Person Two: Thomas Alwa Edition

[Edison](https://www.britannica.com/place/Edison) was the quintessential American [inventor](https://www.britannica.com/topic/inventor) in the era of Yankee ingenuity. He began his career in 1863, in the adolescence of the [telegraph](https://www.britannica.com/technology/telegraph) industry, when virtually the only source of electricity was primitive [batteries](https://www.britannica.com/technology/battery-electronics) putting out a low-voltage [current](https://www.britannica.com/science/electric-current). Before he died, in 1931, he had played a critical role in introducing the modern age of [electricity](https://www.britannica.com/science/electricity). From his laboratories and workshops emanated the [phonograph](https://www.britannica.com/technology/phonograph), the carbon-button transmitter for the [telephone](https://www.britannica.com/technology/telephone) speaker and [microphone](https://www.britannica.com/technology/microphone-electroacoustic-device), the [incandescent lamp](https://www.britannica.com/technology/incandescent-lamp), a revolutionary generator of unprecedented [efficiency](https://www.merriam-webster.com/dictionary/efficiency), the first commercial electric light and [power](https://www.britannica.com/technology/electric-power) system, an experimental electric [railroad](https://www.britannica.com/technology/railroad), and key elements of [motion-picture apparatus](https://www.britannica.com/technology/motion-picture-camera), as well as a host of other inventions.

Person Three: Steve Jobs

Jobs was raised by adoptive parents in Cupertino, California, located in what is now known as [Silicon Valley](https://www.britannica.com/place/Silicon-Valley-region-California). Though he was interested in engineering, his passions of youth varied. He dropped out of [Reed College](https://www.britannica.com/topic/Reed-College), in [Portland](https://www.britannica.com/place/Portland-Oregon), [Oregon](https://www.britannica.com/place/Oregon-state), took a job at Atari Corporation as a [video game](https://www.britannica.com/topic/electronic-game) designer in early 1974, and saved enough money for a pilgrimage to [India](https://www.britannica.com/place/India) to experience [Buddhism](https://www.britannica.com/topic/Buddhism).

Back in Silicon Valley in the autumn of 1974, Jobs reconnected with [Stephen Wozniak](https://www.britannica.com/biography/Stephen-Gary-Wozniak), a former [high school](https://www.britannica.com/topic/high-school) friend who was working for the [Hewlett-Packard Company](https://www.britannica.com/topic/Hewlett-Packard-Company). When Wozniak told Jobs of his progress in designing his own computer logic board, Jobs suggested that they go into business together, which they did after Hewlett-Packard formally turned down Wozniak’s design in 1976. The [Apple I](https://www.britannica.com/technology/Apple-I), as they called the logic board, was built in the Jobses’ family garage with money they obtained by selling Jobs’s Volkswagen minibus and Wozniak’s programmable calculator.

2. From the list of characteristics you admire, identify the personal brand attributes that you want to develop for yourself.

3. Identify what actions you need to take to live your identified personal brand attributes.