**“The Brand Called You” Response**

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In Tom Peters’ article “The Brand Called You” he emphasizes that everyone is their own brand, and to make it in the new world, one must create and magnify their own brand so they are more recognizable against the monotonous other brands. Companies like Nike for shoes and Dell for computers have built up their own brands so when their mediums in the market are explored they are the first ones to pop into people’s minds. That’s how Peters says the individual should live their life, making sure that their own personal brand is the first and foremost others see when one’s personal market is explored.

What makes me different? Peters explains that one must identify qualities and characteristics that will make them distinctive from competitors. Don’t worry about sounding pompous and egocentric, display your individuality loudly and proudly. When I think about creating a brand for myself, I think there are a few unique characteristics about myself that should highlight my person to whoever might be searching for me. I feel that I am an everyman kind of guy; I can relate and play to many different personalities, which can make my friends and colleagues very diverse. This attribute will be very useful when I enter the business world, for one never knows what kind of person they will be able to work with.

In my opinion, there are two types of people in the world; logical and creative. I might be the rare individual who has attributes in both categories. I feel that I can be calm and calculated, and whenever there is a problem I can slow down and solve it without panicking or causing too much of a fuss. However, I really excel in being a creative person. It is what I have based my schooling and study around, and hopefully my creative personality will help me obtain a career that I will love and do extremely well in.

What's the pitch for me? For this question, I have a very simple answer: networking. More now than ever this is a very important to the process of getting a job. Especially in such a closed market as game design, the profession I hope to get into, who you know can really make or break one’s career path. Peters gave some good ideas on how I can market myself. By picking up different projects and random freelance works I can broaden my horizon and “sell” my brand to many different people, and hopefully it sticks. While the solution is simple, the process of getting my brand out there through networking, of pitching me to the professional world, will take the most time and decide whether I will be able to make it in my chosen profession.

What's the real power of me? While pitching me will take up a lot of my time while I make a brand for myself, the hardest part after pitching and getting my brand known is discovering and utilizing my real power. The power of this world lies, as Peters explains, I the ability to lead and produce many different projects. If I can realize my potential as a project leader and use the before mentioned characteristics that make me different, I will begin to tap into the real power of my “me” brand.

“Projects exist around deliverables, they create measurables, and they leave you with braggables.” Tom Peters’ explanation of projects is in my opinion the best way to describe these real power motivations. My brand, as with every other brand, needs projects to create power, as I stated before. It’s a good thing I’ve spend most of my educational life completing projects. Within my Interactive Multimedia major the production and delivery of many different projects is heavily emphasized because whatever profession this major may lead one to, doing projects will be a large part of the workload. In this I feel that my college experience will help me learn my real power through the many projects I will do now and throughout my professional career, and leave me with many braggables.

What's loyalty to me? For my brand, I have to be loyal to myself and my unique characteristics to be able to advance myself through the free agency of finding a job. I have to be loyal to what I do, because that is what will help me advance my brand upwards through the tiers of my chosen career. I’m loyal to my networking connections, loyal to making myself better and better through constructive criticism from colleagues, and loyal to my brand and pitching it to the world.

What's the future of me? Tom Peters tells us that the modern career moves like a maze; going sideways, up down, forwards, and even backwards. It creates the portfolio one is going to be referring and adding to for the rest of their professional life. The future of my brand cannot be a ladder; I can’t be stuck in a future where I can only go so far. Using the information I have gathered from this article, I need to be able to advance my brand by constantly changing and learning new things to make my brand even more enticing to the world. What is my future? Hopefully I will be able to create such a brand so the question won’t be *what* future, but *which*.