A compelling personal brand will benefit me by landing clients and employers.

I found my industry hero while doing some research for this class, his name is Mark Atkinson. He is based out of South Africa, runs a design studio. He is a web designer and branding expert for small businesses and entrepreneurs. Mark really knows how to analyze a business and create keys that will make it successful. I wanted to be a web designer like Mark so I started in high school by taking web design classes. Thanks to this class I am able to start creating my brand and learn about my previous leaders.

I have only been producing my personal brand in one location before this class. So far I feel that the benefits I have experienced are more profile views, one job offer so far and more followers. I anticipate a great deal more job offers and more networking. My network has definitely matured since I begun to brand myself.

I will improve and make my personal brand by creating business cards, a personal web page and post more on social media. I will practice all the tools that I have learned in this class to achieve these goals along my journey. The most important one for me was time management, the burnup list came second.