

Personal Branding

creating your personal brand

When building your brand, you may wish to consider the different aspects of your own life, and what makes you, you. Considering your interests, values, skills and strengths, take some time now to answer the following questions, in as much detail as you can...

1**What am I all about?**

What am I known for? What do I want to be known for? What do I value above all else?

2**What inspires me the most and why?**

Think about who inspires you, perhaps refer to people you know personally in everyday life, those with whom you are familiar through various media channels, or even people you admire from history.

3

How do I want to contribute?

Think about the ways you could make a difference. In an ideal situation, how could you contribute best to: the world in general, your family, your employer or future employers, your friends, your community.

4

How do I want to act?

How do I want to feel daily? How do I want people to describe me? How do I want people to feel around me?

Once you have answered the above, start to condense this down, so that you have one brief sentence for each question. This can support you in building your brand and mission statement further, and can help you with your career decision-making.