

BrandMe: User Experience



BRANDME

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BrandMe Platform



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Fundamentals

- BrandMe is a service tailored for students from high school through college graduates
- BrandMe allows students 3 different options to help improve their personal brand
- A personal brand is extremely important for this age group therefore, BrandMe is centered around helping the upcoming generation achieve success in the corporate world
- What is unique about BrandMe is that it offers a variety of personalized options that no other platform or online service can provide

Platform Goals

- Cheap alternative to college/career counselors
- Student/Professional interaction
- Free resource
- Helps improve students personal brand

Why is Branding important

- **You're online, which means that you already have a personal brand.**
- In other words: the digital footprints students are leaving across the Internet are the embodiment of their personal brand. By being aware and proactive, students can manage that brand. By being reactive and unaware, **it gets managed for them.**
- Personal branding helps one find a new job, get promoted, open clients' doors, increase business success, and helps you do your job better – regardless of your role.

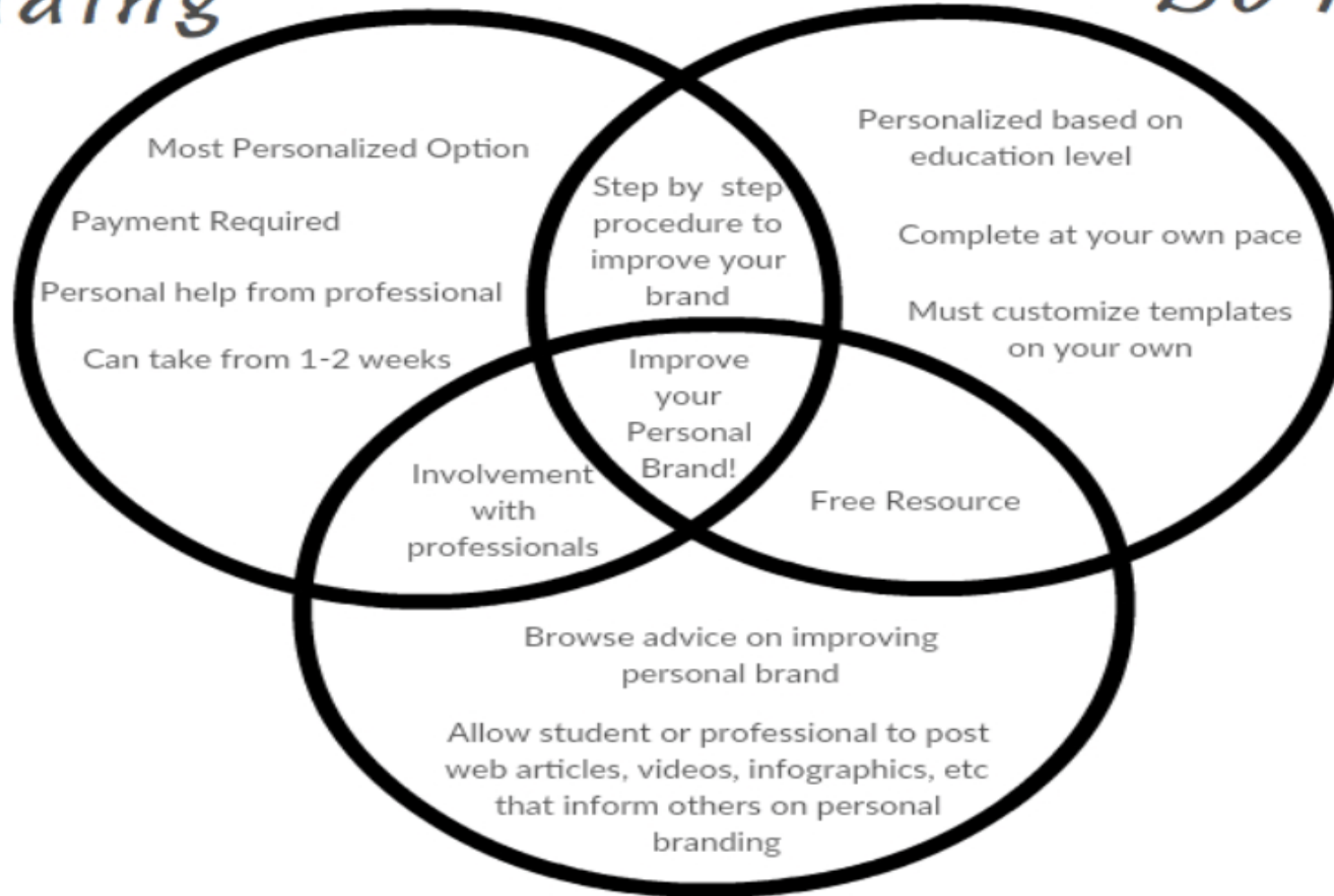
Function

- BrandMe is a service that offers three different options. The bidding, do it yourself, and content library
- Each service serves a separate purpose as seen on the following slide
- The services rank in order of customization. The content library is the least personal, do it yourself is moderately personal, and the bidding portion is the most personalized option
- The do it yourself and content library are free resources

Services

Bidding

Do It Yourself



Content Library

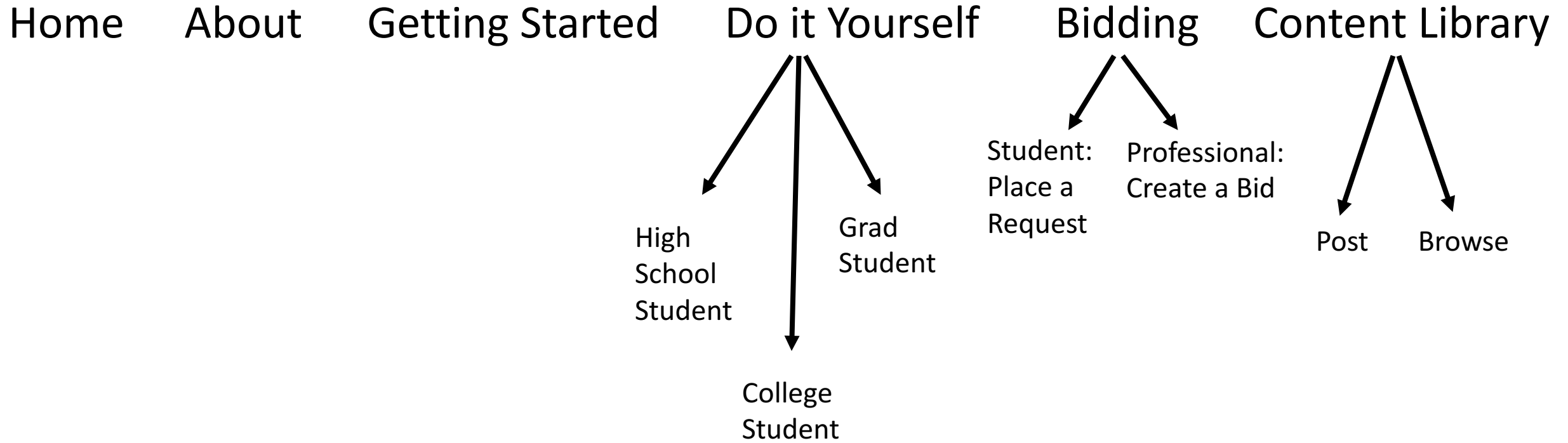
Website Basics



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Structure





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[Home](#)

[About](#)

[Content Library](#)

[Build Your Brand](#)

[Bidding](#)

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Welcome! BrandMe is a service tailored to high school and college students interested in improving their personal brand. BrandMe offers 3 distinct services to fit any students need and price range. To get started or learn more about this platform click learn more below.

[Learn More](#)





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ABOUT BRANDME

BrandMe is an online service tailored for high school and college students. On this website students can have their personal brand created for them (bidding option) create their personal brand with step by step instructions (do it yourself option) or browse advice on how to improve their personal brand (content library). If you are an experienced professional looking to help out young students, get started by clicking on the bidding menu and selecting "Professional: Create a Bid" BrandMe is here to help enable young students achieve success in the corporate world.



SERVICES

Guaranteed Results

With three unique services, discovering the option that best fits your branding needs is the an important first step.



Do it Yourself Personal Brand

With the "do it yourself" option you will be able to choose between one of our three packages: High School, College, or Graduate. From there you will be able to follow our step by step instructions that will help you build your brand through personality tests, digital templates, and tailored advice. If you're looking for a free resource to build your brand look no further! Click the star above to begin.



Get Branding help from Professionals

With this option you will be able to fill out a personal branding questionnaire which will then be posted on our branding forum. From there experienced professionals will create a branding strategy that is just for you. You will then have the option to choose what strategy is right for you and begin the process of revamping your personal brand! This is a cost efficient option for those looking for outsider help on their personal brand. To get started click the star above!



Personal Branding Content Library

This is a great resource for anyone looking in need of advice on how to improve their personal brand. Here you will find videos, articles, and examples of personal branding at its finest. To browse this section or post an article click the star above!

Bidding Portion



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Bidding Process

The bidding process allows a cheap alternative to students wanting to advance their professional or educational status. With this process students will be able to fill out a request form detailing their branding needs and then have personalized strategies created for them from experienced professionals. From here students will choose the strategy that best fits their needs and have that strategy put into execution, ultimately bringing their personal brand to life

STEP 01 The Request

You fill out a request form detailing your personality traits, goals, and the areas of your brand you are seeking improvement upon.



STEP 02 The Search

Your request is posted onto an online forum that can be viewed by various professionals. From here professionals can create a bid for posted requests that appeal to their expertise



STEP 03 The Bid

Professionals create an inspiration board that details their idea for your brand and how they can make it come to life. This can include, but is not limited to: sample resumes, digital portfolios, and branding statements, all dependent upon your request.



STEP 04 Student Response

You will be notified via email when a professional has bid on your request. You will then have the option to accept, deny or hold the bid while you wait on other responses. You are also allowed to negotiate the bid by directly messaging the professional.



STEP 05 Making the Choice

With this service you will receive a minimum of 3 bids within a 1-2 week period guaranteed. From here you will make the choice on which bid best fits your needs, interests, and price range.



STEP 06 Execution

Once you have accepted a bid you and the professional will collaborate on bringing your brand to life. The final product will depend on the initial strategy you agreed upon. Payment will then take place via Paypal and tip is highly recommended.



Student Perspective

Step 1: The Request

- Student navigates to *Bidding Page* from menu
- Student Chooses option *Place a Request: Student*
- Student is lead to a request form



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Place a Request: Student

Create a Bid: Professional



If you are a student looking for improvement on your personal brand click here. You will start by filling out a short request form detailing what you hope to obtain from the service. In 1-2 weeks you should receive a minimum of three "bids" of personal branding strategies created just for you by experienced professionals. You will be able to choose which bid appeals to you and then have your personal brand created for you.

If you are an experienced professional who would like to help students improve their personal brand click here. You will start by filling out a short survey and then have the opportunity to browse student requests and create bids.

Step 2: The Search

- Student fills out request form
- Student hits *submit*
- Students receive conformation email
- Request is posted onto an online webpage to be browsed by professionals



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STUDENTS

Welcome! To have your personal brand created for you, start by filling out the request form below

[Student Request Form](#)



Student Request Form

Name:

Date Completed:

Email:

Phone Number:

Select the following articles that you wish to receive help on:

Digital Portfolio

Resume

Social Media

College Application

Cover Letter

LinkedIn

Branding Statement

Other

An important motivation for me is:

Conceiving and implementing new and different business ideas

Being true to my identity and heritage

Being recognized for my achievements and knowledge

I am motivated more by doing good than by making money

I like to solve problems myself and made my own decisions

I need independence to do my best work

Having people like me is important and I can make people think I like them even when I don't

Helping people and finding the root cause of a person's problems

Having the best of everything. I like to take responsibility and make sure group project assignments are completed

I am proud of the fact that:

I can persuade others to my interesting, even unique ideas

I think keeping family traditions is very important

I am a sensitive and caring person

I am ambitious and like challenge

I like everything to be well organized

I can successfully argue for ideas that I don't even believe in

I am often the first person to come up with new ideas

I have high ethical standards

I enjoy an interesting and high quality lifestyle

Even under time pressure, I would rather take my time to answer a question than say the first thing that comes to mind

Choose 3 adjectives that you would use to describe your personal brand or wish to base your personal brand around:

Adaptable
Ambitious
Bright
Calm
Charming
Coherent
Confident
Credible
Cultured
Determined
Diligent
Dynamic
Encouraging
Enduring
Enthusiastic
Exuberant
Fearless
Frank
Friendly
Gentle
Honorable
Industrious
Joyous
Knowledgeable
Likable
Lively
Mature
Modern
Proud
Responsible
self-assured

A strength I have is:

I get what people really need and are looking for in me and emphasize those characteristics

I am a good listener and give others the opportunity to speak their mind

I make every effort to do more than what is expected to me

I enjoy doing dangerous things for the thrill of it

I enjoy giving more than receiving

I am attractive and pay attention to how I look

I often make time to analyze what went wrong in the past I

would rather not say anything if I can't address the problem perfectly and clearly

I have a high aesthetic sensitivity

When it comes to work, I think of the big picture, not just day to day tasks

Maximum price you are willing to pay:

Time restraints (if any):

Nonnegotiables (ex: price, time, content):

Negotiables (ex: price, time, content):

Other Requests:

Submit



COMPOSE

Congrats Inbox x



Inbox (14)

Starred

Sent Mail

Drafts

More ▾

A Addison ▾



No recent chats
[Start a new one](#)



Addison Flumerfelt <addisonflumerfelt@icloud.com>

to me ▾

7:14 PM (23 minutes ago) ☆



Congrats!

Congrats (name) you have made your first request on [BrandMe.Com!](#) You will now begin receiving bids at any time. Bids will be sent to you via email where you will have the option to either "Accept" "Deny" or "Negotiate" You will receive a minimum of 3 bids by (time written here). We wish you the best of luck on jumpstarting your personal brand. For questions, comments, and concerns visit us at [BrandMe.com](#) or email us at BrandMe@gmail.com



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Step 3: The Bid

- Students wait 1-2 weeks for bids from professionals
- Bids will be sent via email
- Students will be able to view bid by clicking *View Bid* on the email



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(no subject) Inbox x

COMPOSE

Inbox (14)

Starred

Sent Mail

Drafts

More

Addison +

Addison Flumerfelt <addisonflumerfelt@icloud.com>
to me

7:34 PM (0 minutes ago)

Hello, (Name)

Hello (name),
 You have just received a bid! Your bid was created by (Professionals name and occupation). To view click on the link below. You can either wait for other bids or choose one of the three options below. If you wish to negotiate the bid fill out your negotiations in the box below. Congrats on starting your personal brand off on the right foot!

(Professionals name) additional comments:

[View Bid](#)

[Accept](#) [Deny](#) [Negotiate](#)

No recent chats
Start a new one

(Name's) Personal Brand Strategy

Professional Bio

Name:

Date Created:

Contact:

Professional Experience:

Brand Summary

5-10 sentences detailing the overall idea for the student's personal brand.

Should include:

- Articles that will be produced
- Adjectives that describe your vision for brand
- How your strategy will benefit the student

Pricing

Article Name: Price

Article Name: Price

Article Name: Price

Article Name: Price

Time Frame

All articles will be completed by:

Article Name: Completion Date

Article Name: Completion Date

Article Name: Completion Date

Article Name: Completion Date

Article Name

The Professional Will click “Article Name” and will be able to choose between the following articles. The professional will choose based on the student request form and what they are looking for.

- Resume
- Cover Letter
- Digital Portfolio
- College Application
- Branding Statement
- Social Media

Article Name

Once the Professional Chooses the article they will be led to a separate template that details what their vision for the given article will look like

Article Name

After completing the template on the article, the template will appear in these boxes.

Article Name

Example: Student fills out request form stating that they need a resume, cover letter, and help with their social media. The professional will then fill out the basic information on page 1. They will then click article name and choose Resume. They will fill out the template for resume, and press submit. The information will appear in these boxes. They will follow this step for articles 2 and 3 where they will choose the options “cover letter” and “social media”

Step 4/5: Student Response and Making the Choice

Students Will be Able to *Accept*
Deny or *Negotiate* the Bid


Hello (name),

You have just received a bid! Your bid was created by (Professionals name and occupation). To view click on the link below. You can either wait for other bids or choose one of the three options below. If you wish to negotiate the bid fill out your negotiations in the box below. Congrats on starting your personal brand off on the right foot!

(Professionals name) additional comments:

View Bid


Accept


Deny


Negotiate



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Hello (name),

You have just received a bid! Your bid was created by (Professionals name and occupation). To view click on the link below. You can either wait for other bids or choose one of the three options below. If you wish to negotiate the bid fill out your negotiations in the box below. Congrats on starting your personal brand off on the right foot!

(Professionals name) additional comments:

View Bid

 Accept

Deny

Negotiate

- Students will receive a follow up email from professional that confirms pricing, content, and time frame.
- Student will complete confirmation
- Confirmation will be sent to professional
- Professional will begin working on students personal brand



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to me ▾

Inbox (14)

Starred

Sent Mail

Drafts

More ▾



Addison ▾



No recent chats

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Congrats!

Congrats (student name) you have just accepted a bid created for you by (professional name). Before (professional name) begins working on your brand we have a few short questions for you to confirm. Click the link below where you will fill out a couple quick questions. Once you submit this (professionals name) will begin working on your bid. Your almost finished with your journey to creating your own personal brand. Best of luck, BrandMe!

For comments, questions, and concerns visit us at www.BrandMe.com or email us at BrandMe@gmail.com


[Confirmation](#)**BRANDME**

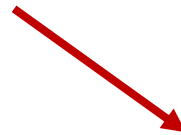
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Confirmation Questions

I agree to pay () for (article name) (article name) (article name)

I agree that my brand will be completed by ()

I am aware that my personal brand will require communication with (professional name) and I am willing to respond to questions via email



Confirm



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Hello (name),

You have just received a bid! Your bid was created by (Professionals name and occupation). To view click on the link below. You can either wait for other bids or choose one of the three options below. If you wish to negotiate the bid fill out your negotiations in the box below. Congrats on starting your personal brand off on the right foot!

(Professionals name) additional comments:

View Bid

Accept

Deny

Negotiate

- If student denies the bid the professional will be notified
- When clicking *Deny* a list of questions will pop up for student to answer



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What was the main cause of denying this bid?

What can be done to improve the quality of your future bids?

Are you still planning to use the BrandMe bidding service?

Additional Comments:

Accept

Deny

Negotiate



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Hello (name),
You have just received a bid! Your bid was created by
(Professionals name and occupation). To view click on
the link below. You can either wait for other bids or
choose one of the three options below. If you wish to
negotiate the bid fill out your negotiations in the box
below. Congrats on starting your personal brand off on
the right foot!

(Professionals name) additional comments:

View Bid

Accept

Deny

Negotiate



- If student clicks *negotiate* a list of questions will pop up for the student to answer
- The answers will then be sent to the professional
- The bid template will be revised and sent to the student via email
- The student has the option to again, either *Accept* *Deny* or *Negotiate*



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What do you wish to be negotiated:
(ex: Price, time, content)

Non-negotiables:

Additional Comments:

Accept

Deny

Negotiate



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Step 6: Execution

- Professional completes bid
- Student completes payment
- Professional sends student Personal Branding Articles and content that were agreed upon in the bidding process



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COMPOSE

Inbox (3)

Starred

Sent Mail

Drafts

More

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Start a new one



Your Personal Brand

Hello (student name),
(professional name) has just completed your (article name) (article name)
(article name)! To preview them view the link below. Leave any comments and
questions in the box below. If your ready to purchase, click purchase. Congrats
on taking the final step to improving your personal brand!

Best Wishes,
BrandMe



- Preview (article name)
- Preview (article name)
- Preview (article name)

Comments:

PURCHASE



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Chris Jones

Phone: (XXX) XX XXX XX
Email: youremail@gmail.com
Address: City, State

Career Objective

Seasoned Management Executive with 10+ years of progressive experience managing business office functions and providing executive level support to principals. Superior interpersonal and analytical expertise with a flair for increasing organizational cohesiveness and profitability through recruitment, talent assessment, and employee engagement. Dynamic entrepreneur with ability as a business leader to critically evaluate and respond to rapidly evolving financial environments. Utilize leadership expertise and business management experience to align financial activities with organizational goals, fostering business growth.

Education

Master of Science in Accounting,
Southern New Hampshire
University, Manchester, NH
May 2006

Bachelor of Science in Accounting,
Southern New Hampshire
University, Manchester, NH
May 2004

Additional Skills

- External & Internal Reporting
- Financial Analysis & Planning
- Project Management
- Cost Reduction
- Program Development
- Regulatory Compliance

Professional Experience

STEADMAN Inc., New York, NY
Account Director, January 2014 - Present
Maintain and update 5 budget spreadsheets for various projects and reconcile errors. Assist principals in drafting and editing memos, reports, and proposals. Perform routine clerical tasks like mailing, copying, faxing, filing, and scanning. Support close communications with company executives, the board of directors and investors.

- Increased office efficiency by introducing new project management software, reducing the company's labor costs by 5%.
- Developed and implemented the organization's 1st financial controls and reporting system.
- Conduct numerous training strategies for sessions with the Junior Staff Members.

MICO Inc., New York, NY
Sales Director, January 2012 - December 2013
Coordinated and organized internal control projects with an annual budget of \$40 million+. Developed formal dashboards to communicate results of audit activities to senior management. Managed multiple client accounts totaling over \$75 million.

- Trained and coordinated a team of 10 experienced in-house financial analysts.
- Conducted and oversaw periodic financial audits.

MICO Inc., New York, NY
Sales Manager, January 2006 - December 2011
Processed, examined, and certified administrative receipts and disbursements. Track metrics and performance indicators. Trained external auditors with document collection for audits. Performed monthly reconciliations and account analysis.

- Managed stock portfolio worth over \$35 million, increasing returns by 5%.
- Identified several applicable tax credits resulting in tax savings totaling over \$14,000 annually.

Megan Gibbs Talley

HOME ABOUT ME PORTFOLIO RESUME CONNECT

Hello!

As a recent graduate from the Manship School of Mass Communication at Louisiana State University, I am excited to begin my career in the field of public relations. While I have cherished loving purple and living gold, I look forward to putting my education and acquired skills to use. With interests in corporate and consumer PR, social media, branding and design, I am excited to continue developing my skills and gaining valuable experiences as an intern at [Edelman](#) in Houston, Texas.

Please visit my [about me](#) page to learn more about me. For a closer look at the professional work I have done, check out my [portfolio](#) or [resume](#). And if you're interested in reaching out to me, I'd love to [connect](#).

Thank you for taking the time to visit my website. Have a great day!



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COMPOSE

Inbox (3)

Starred

Sent Mail

Drafts

More

Addison +



No recent chats
Start a new one



Your Personal Brand

Hello (student name),
(professional name) has just completed your (article name) (article name)
(article name)! To preview them view the link below. Leave any comments and
questions in the box below. If your ready to purchase, click purchase. Congrats
on taking the final step to improving your personal brand!

Best Wishes,
BrandMe

- Preview (article name)
- Preview (article name)
- Preview (article name)

Comments:

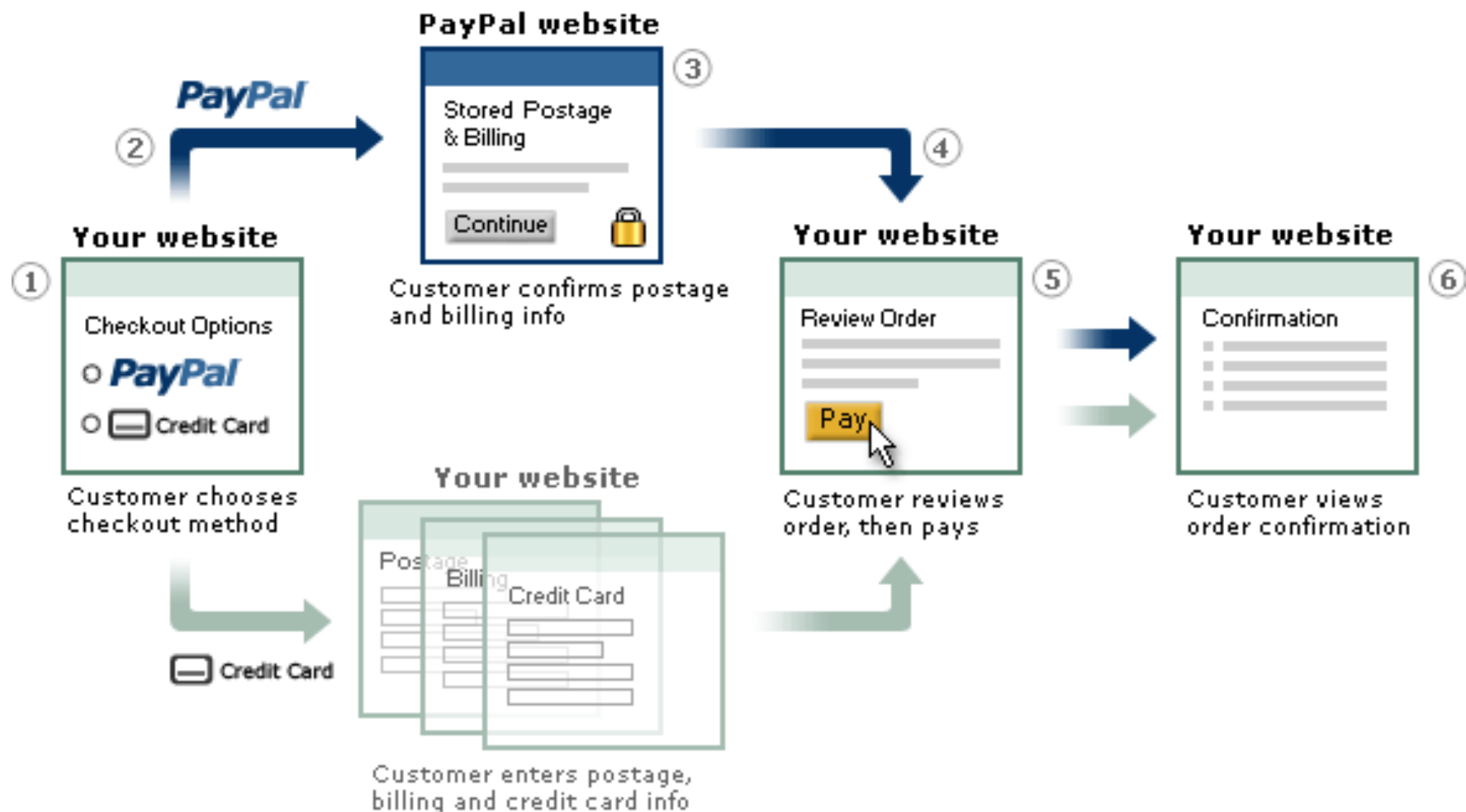


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PayPal Express Checkout
 Your existing checkout



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Checkout WITH **PayPal**

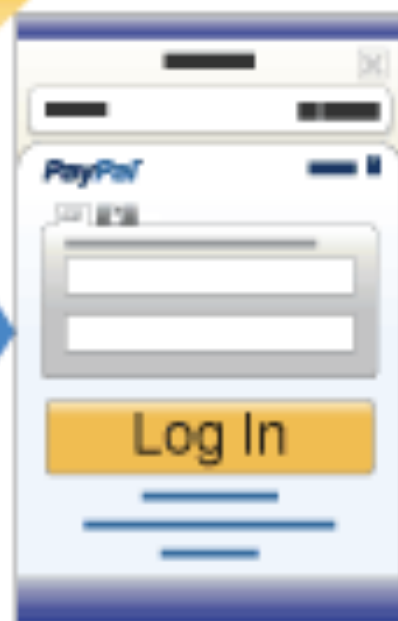
— Merchant Mobile Page

— PayPal Mobile Page



Shopping cart

Buyer pays with PayPal.



Log in to pay

Buyers with PayPal accounts log in to pay.



Review your information

Buyer confirms purchase details before continuing.



Order confirmation

Buyer views order confirmation.



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Your order summary

Descriptions	Amount
Test Item Item price: \$10.00 Quantity: 1	\$10.00
Item total	\$10.00
Total \$10.00 USD	

Choose a way to pay

PayPal securely processes payments for PayPal_Frank.

▼ Have a PayPal account?

Log in to your account to pay

Email

PayPal password

Log In

[Forgot your email address or password?](#)

► [Don't have a PayPal account?](#)

Pay with your debit or credit card as a PayPal guest



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Your order summary

Descriptions	Amount
<u>Single Image</u> Item price: \$10.00 Quantity: <input type="text" value="5"/> Update Remove	\$50.00
<u>Three Images</u> Item price: \$25.00 Quantity: <input type="text" value="3"/> Update Remove	\$75.00
Item total	\$125.00
Total \$125.00 USD	

Choose a way to pay

▶ [Pay with my PayPal account](#)

Log in to your account to complete the purchase



▼ [Pay with a debit or credit card, or Bill Me Later](#)

Pay with your debit or credit card, or with Bill Me Later®

Country

Bill Me Later®, a PayPal service

No Payments + No Interest if paid in full in 6 months on purchases of \$99+ [See terms](#)

Credit Card

Card number

Payment Types    

Expiration date mm yy
 /



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Review your order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#).

Shipping address

Melissa Popp

10110 E. CANTONWAY, APT 11216

DENVER, CO 80231

United States

Phone:

[Change](#)

Payment information

**** *
[Change](#)

Gift Certificate/Card

[Change](#)

Billing address

Melissa Popp

10110 E. CANTONWAY, APT 11216

DENVER, CO 80231

United States [Change](#)

Gift cards & promotional codes

[Apply](#)

[k | Find savings](#)

[Place your order](#)

Order summary

Items:	\$13.95
Shipping & handling:	\$8.74
Total before tax:	\$22.69
Estimated tax to be collected:	\$0.00
Total:	\$22.69
Gift Certificate/Card:	-\$22.69

Order total: \$0.00

[How are shipping costs calculated?](#)

FREE TWO-DAY SHIPPING

FREE Two-Day Shipping on this Order: Melissa Popp - We'd like to give you another chance to try Amazon Prime. Start a free trial and save \$8.74 on this order by selecting "FREE Two-Day Shipping with a free trial of Amazon Prime" below.



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COMPOSE

Inbox (4)

Starred

Sent Mail

Drafts

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Download Your Brand

Congrats! (Student Name),
Your payment has been completed and your (article name), (article name),
(article name) are ready to be downloaded. Click the links below to download.

Article name
Article Name
Article Name

I've downloaded my articles, *what now?*

I've downloaded my personal brand, what now?

You've worked with BrandMe over the past couple weeks and your professional brand has now been completed. We already know your next question. So, what should you do now? While we wish, we could say that you're magically going to have employers come knocking on your door, this isn't quite the case. A personal brand is an ongoing process, not a quick fix. While we hope your experience with Brande has helped jump start that brand, it's important that you continue to refine and cultivate that brand. Below are some quick tips and next steps to follow. We hope that your experience with Brande has been a positive one and the knowledge and skills that you have obtained will remain with you throughout the entirety of your career, best of luck!

Sincerely,
BrandMe



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Next Steps:

You're online, which means that you already have a personal brand.

In other words: whether you like it or not, the digital footprints you're leaving across the Internet are the embodiment of your personal brand. By being aware and proactive, you can manage that brand. By being reactive and unaware, it gets managed for you.

Be sensitive to what you share and know that there can be implications and ramifications. If you post something online, accept the fact that it never goes away.

Even if you're careful to limit your posts to groups, the fact remains that the post is online. Understand that when you apply for a job as a forty-year-old, what you posted as a teenager could come back to haunt you.

Here's a good mechanism: when you're ready to post something online, think whether your parent(s) and your teacher would approve. If they wouldn't approve, then don't post it (hat tip to Junior Achievement for this).

1. Build Your Platform

If you are going to have a personal brand you will need a website to create your virtual platform. Your website should be your name. You will also need social media accounts that represent your brand. You will use these platforms to share your voice.

2. Identify Your Uniqueness and Your Strengths

Think about the characteristics and strengths you've built in your career. If you are stuck think about that "one thing" that everyone says you rock at. If you're still stuck, ask others.

3. Own Your Space

Once you've identified your uniqueness and strengths, perfect them.

Learn all that you can and become the expert in that area. You can never stop learning. Read, absorb, and teach.

4. Share Your Knowledge

It's not enough to learn it; you must teach it and share your knowledge by helping others. Do this through videos, social media, and writing both online and offline. This is where you prove you know your stuff and gain exposure from doing so.

5. Be Yourself

Find your own style. You don't have to do what everyone else is doing and just follow the crowd. Use your style and uniqueness to attract the jobs and clientele that you desire. Find your own style and create a new set of footprints for others to follow in.

6. Identify Your Values and Set Your Priorities

It's important to have a clear picture of your personal and professional goals, both short and long term. This will help you to not only identify the most important things to spend your time on, but will also have something to align new projects with. Use your values and priorities as a compass that guides you both in action and your decision-making process.

7. Craft Your Personal Brand Persona

This will help in creating your brand. Your persona can be created by:

Identifying your emotional appeal.

What are your personality features?

This can be as easy as saying you have a crazy sense of humor or that you are obsessively organized. Take a few moments, why do you think people are attracted to the brand of you?

When it comes to your brand who are you and why do people enjoy working with you?

What do you do and what do people want you to do for them?

Use these exercises to create a strong personal brand persona that you can always refer to when it comes to creating materials that support your brand.

The Bottom Line

Building a personal brand takes time and effort, but it's worth it. The need for a personal brand will continue to increase. It's the one thing that no one can take away from you and it can follow you throughout your career. It's a leadership requirement that lets people know who you are and what you stand for.

For more information visit our Content Library on
BrandMe.com



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Bidding Process

The bidding process allows professionals the option to advance the careers of young students as well as gain some extra income. With this process professionals will be able to fill out a sign up form detailing their professional career and background. From here professionals will browse requests and then create a bid for a chosen request they feel best fits their expertise. Once they recreate the student's personal brand they will receive money from the student.

STEP 01 Sign Up

You will fill out a sign up sheet detailing your past accomplishments, education background, and career background.



STEP 02 The Search

You will then be guided to an online portal where you can browse requests from students. You will browse until you find a request that you feel capable of carrying out.



STEP 03 The Bid

You will fill out a bid for the student as a "preview" for how you could recreate their personal brand. This will include hypothetical templates as well as your written vision.



STEP 04 Negotiate

You will be notified via email when a professional has bid on your request. You will then have the option to accept, deny or hold the bid while you wait on other responses. You are also allowed to negotiate the bid by directly messaging the professional.



STEP 05 Execution and Payment

With this service you will receive a minimum of 3 bids within a 1-2 week period guaranteed. From here you will make the choice on which bid best fits your needs, interests, and price range.



Professional Perspective

Summary

- Overall, the bidding portion is fairly simple to use
- The communication between student and professional will be carried out via email
- The payment will be carried out via PayPal
- Students will leave with either a resume, cover letter, digital portfolio, social media, branding statement, or LinkedIn page created for them



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Content Library (TBC)

- The content library allows students and professionals to post and browse videos, articles, and examples in regards to personal branding
- This will be in the form of a open forum/blog
- I will fully complete this section in my original work section next year



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May 8, 2017 | Lisa Quast



This week's topic is about another process companies use that you can apply to yourself and your career...branding. Developing a personal brand is similar to product branding. The overall goal with branding is to differentiate yourself (the product) in the market so you c...

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Personal Branding 101

May 8, 2017 | Lisa Quast

This week's topic is about another process companies use that you can apply to yourself and your career...branding. Developing a personal brand is similar to product branding. The overall goal with branding is to differentiate yourself (the product) in the market so you can attain your objectives, be those landing your dream job or becoming a famous singer. The process includes defining your brand and brand attributes, positioning your brand in a different way than your competitors and then managing all aspects of your personal brand. The biggest issue I see when it comes to personal branding is a lack of adequate research and strategizing. There's an old saying, "Ready, aim, fire," but when it comes to personal branding, I see many working backwards with "Fire, ready, aim." People tend to get so excited that they forget to do their homework before taking action. To avoid mis-steps, take the time to work through these six steps first.

PERSONAL BRANDING 101

Step 1: Define your overall aspirations. Be specific and clearly define your goals and objectives. Is it to become known as the best project manager in a certain industry? Obtain the job of Creative Director at a large advertising agency? Become VP of Marketing?

Step 2: Conduct research. How are those who have made it to where you competing attributes in various social media outlets, such as tweeting negative opinions about gowns worn at the Oscars and posting comments on LinkedIn about your vacation when you're trying to brand yourself as a savvy cross-functional project team leader. Doing so will create audience confusion about who you are and what you do.



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Developing A Personal Brand: The Younger, The Better Challenge

May 3, 2016 | Frahm

Personal Branding: What is it? Why Care?

My simplified definition: A personal brand says who you are, what you are known for, and what you have to offer.

Why should students care about personal branding? The main point of developing a personal brand is to differentiate yourself from others. This is no longer just important for the college graduate looking for their first professional job. With more students attending college, the competition for admission to colleges is getting more difficult. Did you know that over 200,000 high school seniors graduated with a 4.0 GPA last year? Were you aware that Harvard rejects over 200 applicants a year with a perfect 2400 SAT score? The point of these statistics is to show that without a personal brand outside of simple test scores, colleges and employers see far too many similarities and your students may look just like everyone else.

In my past experiences, I interviewed nearly 200 new college graduates for entry-level Student Advisor positions within a for-profit college. Within every interview I finished with the question "What differentiates you from the other candidates I interviewed", or "Why should I hire you?" The disappointing part about the majority of the responses was their similarity.

A growing number of high schools and colleges are offering career management courses that embrace personal branding. Others have even developed curriculum involving personal branding. Now more than ever, it is our job to help teach our students how to differentiate themselves. Personal branding is key. Let's help students make it happen.



Do it Yourself (TBC)

- The Do it Yourself section is free and more personalized than the content library, but less personalized than the the bidding portion
- The sections are split up based on education level
- Students will be guided on a step by step journey on how to revamp their personal brand
- This will be fully completed as part of my original work next year



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BUILD YOUR BRAND

Build your brand is a free pathway that will take you on a step by step journey to building your own personal brand. Here you will find information and templates tailored to your education level to help you succeed in meeting your branding needs. To get started click on the pathway below that best relates to your current state of education.



Personal Branding for High Schoolers

High School

Build Your Brand



Personal Branding for College Students

College

Build Your Brand



Personal Branding for students with a college degree

Graduate

Build Your Brand