

PERSONAL BRANDING

“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.” — Tom Peters, A Brand Called You.

DEFINITION

Personal Branding is the means by which people remember you. It is a combination of how you present yourself online and offline and of how others remember you.

MANAGING YOUR PERSONAL BRAND:

1. Be REAL and be clear about the image you intend to project. Remember, YOU are your brand.
2. Questions to ask yourself: What do I do that adds remarkable, measurable, distinctive value? What do I want people to associate with me when they hear my name? Do I wish people to think of me as an expert in a certain field? What makes me unique? Who is my audience?
3. Build and audit your online/offline presence (Brand message needs to be consistent across all platforms. e.g., resume and LinkedIn profile must be in sync. Showcase accomplishments; Use a professional head shot).
4. Make yourself available to others; maintain a positive and professional appearance.
5. Stay relevant in your industry.
6. Keep it brief.

PERSONAL BRAND STATEMENT EXAMPLES

- Student in Marketing specializing in social media campaigns and creative marketing solutions.
- Trustworthy and reliable Career Counseling Intern, recognized for strong organizational and communication skills.
- Student leader with a passion for social justice, civic responsibility and grassroots campaigning.

Develop a 1-2 sentence brand statement for yourself.

ADVANCED PERSONAL BRANDING EXAMPLES

Dorothy Tannahill-Moran, 3 Examples of Great Personal Branding

1. **Profile: Marketing Person with 30+ years in a variety of industries and company sizes.**
No-limits marketing,” leverage and innovative nature, traditional marketing and online social marketing, no limits to creative marketing solutions, “practiced hand” that creates solutions by adjusting the solutions to each company’s mission, product, strategy and industry.
2. **Profile: Career Coach, Author and Speaker**
Internationally renowned, recognized for advancing the needs of job seekers and enhancing training strategies for career coaches, recognized as the 1st “motivational” career coach in the US. Works with job seekers, career coaches & job coaches worldwide.
3. **Profile: Event Planner, Program Coordinator, Project Manager**
Master organizer with an eye for detail, meticulously create and execute special events. “You name it, and I will plan it with confidence and enthusiasm.”



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