

## SELF-BRANDING 101

*Helping Students' Reach Their Highest*

### HOW TO MANAGE YOUR BRAND!

- ⦿ **Practice Consistency-** How you are viewed on social media should be the same in real life. There should not be many variables that do not align.
- ⦿ **Make Improvements-** We all make mistakes, and we all have many opportunities to learn from them. It is so important to learn, grow and make improvements. We have the control and the ability to not repeat the same mistakes in life.

### GAME PLAN TO ENHANCE OVERALL IMAGE!

- ⦿ **Attire-** "Dress for the job you want, not the job you have" - Anonymous
- ⦿ **Behavior-** Be mindful of the things you engage in. Avoid being a part of groups that steal, fight, lie etc.
- ⦿ **Communication-** What is the tone of your conversations? Aggressive and hostile, passive, and nonchalant, overly excited and chipper, professional and cold, or supportive and understanding.
- ⦿ **Social Media-** Should not be used as a platform to act completely opposite of how you act in person. It also should not be a place where you openly speak negatively about another group of people.

### WHAT SHOULD BE ON YOUR RESUME?

- ⦿ Your Resume should reflect your talents, soft skills, technical skills, accomplishments, volunteer experience, extra-curricular activities, languages, education, and work experience. It should fully represent who you are and what you have to offer professionally.
- ⦿ Make yourself marketable on paper so you have the chance to speak face to face.

### VIRTUAL TIPS FOR SUCCESS!

- ⦿ Be on time and prepared.
- ⦿ Eliminate distractions.
- ⦿ Be aware of your body language.
- ⦿ Dress for success.

### NETWORK!

- ⦿ Network with coaches, teachers, religious leaders, mentors, and more.
- ⦿ Stay in contact by their preferred method of communicating.
- ⦿ Common ways to communicate:
  - **Telephone-** ensure your voice message is appropriate and professional
  - **Email-** ensure your email address is simple and professional (ex: [JDoe@gmail.com](mailto:JDoe@gmail.com) or [JohnDoe@gmail.com](mailto:JohnDoe@gmail.com) )
  - **LinkedIn-** keep your profile up to date. Ensure that your profile picture is professional.

