



Top 10 Personal Branding Tips

1. Be authentic - who are you?
2. Learn how to introduce yourself-communication!
3. Show your confidence - be comfortable!
4. Develop the tools of the trade - be qualified!
5. Show your business cards-to keep in touch!
6. Dress for success!
7. Build a professional online image.
8. Take a writing class - the skills are worthwhile.
9. Ask for feedback from trusted sources.
10. Reassess your personal brand regularly.



Special Thanks to:

10 Good Ways to Tell Me About Yourself
by Scott Ginsberg

Check out his website at
www.hellomynamescott.com/

"When people ask you to tell them about yourself, make them glad they asked."
-Scott Ginsberg

Personal Brand Week Ebook by
PriceWaterHouseCoopers (PwC)
<http://tinyurl.com/8272ffr>

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Marketing Yourself



It's time to
STAND OUT!

 Cats to Careers:
Pursue **YOUR** Path!

Tell Me About Yourself...

This question can strike fear in the hearts of job seekers. It is a vague and open-ended question. It is also a question you can use to make yourself stand out. The key is being prepared.

THE DELIVERY

Be prepared to answer the question with confidence before you even consider the content of your response. Exude passion and enthusiasm. Think of your pitch in three parts:

- 1. Who are you?** Remember that your primary goal is simply to introduce yourself. Share your name and place yourself in context by explaining what school you attend, what you're studying or where you currently work.
- 2. What are your major accomplishments/ passions/unique skills?** Leverage the skills you listed earlier and



The Content

frame them in a way that is meaningful to a potential employer or networking contact. What can you say that will make a recruiter remember you or a networking contact want to know more about you?

3. What do you want/Where are you going? Laura Allen, founder of 15SecondPitch.com, calls this the "call to action." This is the part of your pitch that lets the other person know what you're looking for and the topic you're interested in talking about. Don't be pushy or aggressive, but do be forthright about the fact that you're looking for a job.

THE CONTENT

This is the area in which you can truly shine. Following are 10 sample answers to "the" question, according to Scott Ginsberg, a well-known authority on personal branding. What you say after the starter will show who you are.

- 1. "I can summarize who I am in three words."** Grabs their attention immediately. Demonstrates your ability to be concise, creative and compelling.
- 2. "The quotation I live my life by is..."** Proves that personal development is an essential part of your growth plan. Also shows your ability to motivate yourself.
- 3. "My personal philosophy is..."** Companies hire athletes – not shortstops. This line indicates your position as a thinker, not just an employee.
- 4. "People who know me best say that I'm..."** This response offers insight into your own level of self-awareness.
- 5. "Well, I googled myself this morning, and here's what I found..."** Tech-savvy, fun, cool people would say this. Unexpected and memorable.

6. "My passion is..." People don't care what you do – people care who you are. And what you're passionate about is who you are. Plus, passion unearths enthusiasm.

7. "When I was seven years old, I always wanted to be..." An answer like this shows that you've been preparing for this job your whole life, not just the night before.

8. "If Hollywood made a move about my life, it would be called..." Engaging, interesting and entertaining.

9. "Can I show you, instead of tell you?" Then, pull something out of your pocket that represents who you are. Who could resist this answer? Who could forget this answer?

10. "The compliment people give me most frequently is..." Almost like a testimonial, this response also indicates self-awareness and openness to feedback.



Who are **YOU?**