Connect to Your Career

5-5 Personal Brand

1. Conduct an Internet search for *personal branding*. Select your favorite website and read about the importance of a personal brand, how to write your own statement, and how a personal brand statement will help you market yourself. Record your findings in the space that follows.

<<Place Answer Here>>

2. Make a list of keywords that you would use to write your personal brand statement.

<<Place Answer Here>>

3. Using your keywords, write a statement that represents your personal brand. This statement will not be static. You will revise it as progress through your career. You will use this statement in your career-search activities.

<<Place Answer Here>>

4. Save your Word document as *FirstnameLastname*\_PersonalBrand.docx (i.e., JohnSmith\_PersonalBrand.docx).