

Student Name _____ Teacher _____ Per _____

Your Personal Brand

Please answer all questions in complete sentences.

Step 1: Understanding Personal Branding

- Personal Branding is ... Well, let's first talk about what it is not. It's NOT what you post on social media or how you respond to someone else's post.
- Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see. It is the telling of your story, and how it reflects your conduct, behavior, spoken and unspoken words, and attitudes.
- You use your personal branding to differentiate yourself from other people. Done well, you can tie your personal branding in with your business in ways no corporate branding can possibly succeed.
- Professionally, your personal brand is the image that people see of you. It can be a combination of how they look at you in real life, how the media portrays you, and the impression that people gain from the information about you available online.
- You can either ignore your personal brand, and let it develop organically, possibly chaotically, beyond your control, or you can help massage your personal brand to depict you as the person you want to be.

Read the questions and write your answers in the box.

1. Think about a brand on the market today that has a positive reputation?

2. Why would you buy this brand over others?

3. How do you think a well-known brand maintains a positive reputation?

Step 2: Read and Respond

Basically, Personal Branding consists of three elements:

1. Value Proposition: What do you stand for?
2. Differentiation: What makes you stand out?
3. Marketability: What makes you compelling?

Here are some criteria for creating your Personal Brand: it should be AUTHENTIC, it should be about doing the things you LOVE and giving it all your positive energy, and it should REFLECT your true character, values, strengths, and uniqueness.

Let's start with authenticity. You are the CEO of YOU, Inc. You are your own brand – the good, the bad, and the ugly – don't misunderstand ugly. I'm not talking about physical appearance, I'm talking about thoughts, attitudes, and behaviors. Do a little self-reflection and come up with a few of your characteristics that fit into each category.

My Good:

My Bad:

My Ugly:

What are some things you LOVE and which give positive energy?

What do you value?

What are your strengths?

What makes you unique?

After answering these questions, you should start to have a pretty good idea about what your Personal Brand will look like.

Step 4: What's Your Passion?

Define Your Passions: Answer each question, but don't spend too much time on each one. Just write the first answer that comes to mind. **These answers do not have to be in complete sentences.**

1. What makes you smile?

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2. What were your favorite things to do in your past? And now?

3. What activities make you lose track of time?

4. What makes you feel great about yourself?

5. What inspires you most? (Anyone you know or don't know, family, friends, artists, leaders, etc....)

6. What are you naturally good at? (skills, abilities, gifts)

7. What do people typically ask you for your help in?

8. If you had to teach something, what would you teach?

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9. What would you regret not fully doing, being, or having in your life?

10. When you are 90 years old sitting on your front porch in your rocker, happy and pleased with your life, looking back on all you've achieved—all of the relationships you've developed—what matters the most to you?

11. What are some challenges, difficulties, and hardships you've overcome or are in the process of overcoming? How do you do it?

12. What causes do you strongly believe in or connect with?

Step 5: Build Your Personal Brand

Answer the following questions in complete sentences.

- What are some ways we can be “thoughtful” in building our personal brand?

- What would be some of the advantages in presenting our brand in a “thoughtful” manner?

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- What are some ways we can be “thoughtless” in building our personal brand?

- What would be some of the disadvantages of presenting our brand in a “thoughtless” manner?

Step 6: Review Top 10 Rules to Adopt When Managing Your Personal Brand on Social Media

Top 10 Rules to Adopt When Managing Your Personal Brand on Social Media

1. Use it to **encourage** others.
2. Use it to share **big** ideas and communicate your personal brand through what you share, repost, retweet, and “like” Online.
3. T.H.I.N.K. before you post. (Is it true? Helpful? Inspiring? Necessary? Kind?)
4. Remember, your life is not a mini-reality TV show. It’s okay to keep some things private.
5. There is such a thing as TMI. Don’t overshare too much information.
6. Don’t enter political debates. It’s just not worth polarizing people on both ends of the spectrum.
7. Don’t forget: Only 7% of your communication is in words. It can be too easy to miscommunicate when only words are used.
8. Disagreements (especially family and relational ones) and social media NEVER mix.
9. Never criticize teachers, bosses, parents, or name-call on social media. This has cost people their dream job.
10. Watch your language on social media. It can cost you more than you know. It never goes away and can be used against you later.

