



University of Phoenix®

# Personal branding guide

Five steps to build your personal brand



# 1 Identify your attributes

## POINTING OUT WHAT MAKES YOU GREAT

Your personal brand sits at the intersection of what you think about yourself and what others think about you. Here are a few ways to dig deeper and uncover your core brand attributes:



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WHAT DOES SUCCESS LOOK LIKE TO YOU?

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really want? Thinking broadly about what you want from your career will help you develop a brand that aims to achieve

# 3 Curate an audience

## HOW TO ATTRACT THE RIGHT PEOPLE

Your personal brand is designed to attract the right people

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what's important to them can be overwhelming. Here are some simple ways to identify your target audience:

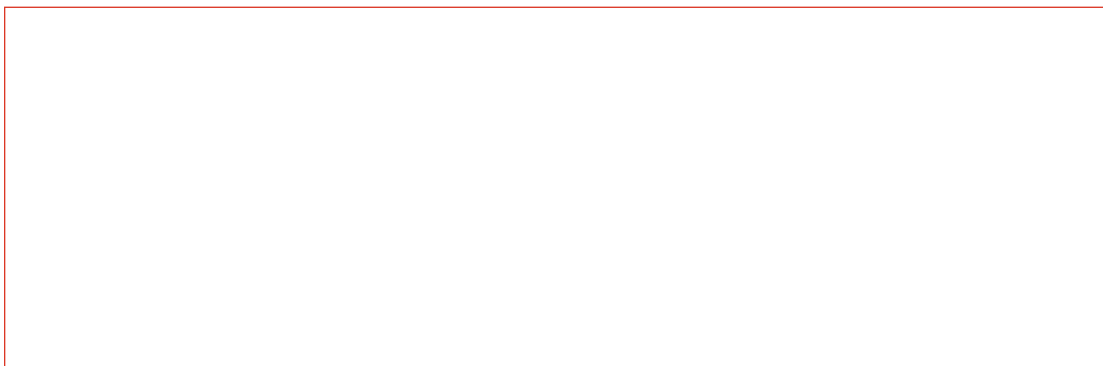


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Where do you want to live? What industry do you want to work in? What companies are there? What kind of work do you want to do? Setting parameters for yourself will help you narrow the

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# 4 Tell your story

## CRAFTING YOUR MISSION STATEMENT

Once you know what's important to your target audience, you need to communicate the value you bring to the table. Here's a simple framework for creating your personal brand's mission statement:

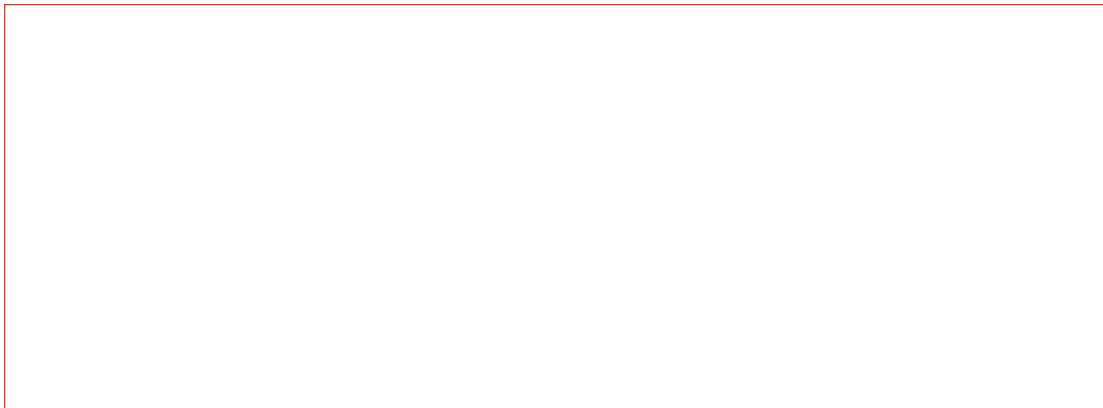
“ I help [target audience] do/understand [what] so they can [desired outcome].”

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“ I help people who typically have 15-20 years of work e xperience transition to industries or 4



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