Designing Your Personal Brand

WHAT DOES THE INTERNET SAY ABOUT YOU?

As a student you may think, "Why do I have to worry about my branding now? I'm just working on my diploma." The truth is, your brand already exists whether you know it or not. It's a huge part of who you are in your everyday life. People will make snap judgements about you, but how you live up to your outer image will alter their impression. It's much easier to adjust your reputation now than later in the professional world.
DON'T KNOW WHAT TO SAY TO NEW PEOPLE? YOU NEED AN ELEVATOR SPEECH!

Make A Speech in Three Easy Steps Below

1. WHO ARE YOU?
   Share your name, school of attendance (for context), what you are studying.

2. ANY MAJOR ACCOMPLISHMENTS OR PASSIONS?
   Share your skills or passions to potential network or employer.

3. PART OF THE PITCH WHERE YOU STATE YOUR INTENTIONS
   Let’s others know what you are looking for.

Example...

“Hi, I’m a recruiter at your dream company. Tell me about yourself.” Are you prepared for an opportunity like this? Could you concisely introduce yourself, your background and your career aspirations in the time of a quick elevator ride—30 seconds or less?

“Hi, my name is Marcos Sanchez. I’m an English major at NYU and I’m pursuing publishing internships. I’m really active with several organizations on campus, helping them design their websites. I’m also a big advocate of social media and have helped some non-profit organizations create their Facebook fan pages. I saw that your magazine is doing a lot of great things in the social media space...”