What is a Personal Brand?

Power of a Personal Brand

Conduct a Personal Brand Audit
  • Your UBP (Unique Brilliance Proposition)
  • Your Personal Brand Identity (Internal Mission Statement)
  • Personality Profile Assessments

Showcase your Brand
  • Visual Components
    • Physical Presence
• Facial Expressions

• Clothing/Style

• Hair/Makeup/Personal Grooming

• Colors

• Auditory Components
  • Voice

  • Speaking Style

  • Accent

  • Word Choice

  • Elevator Pitch

• Print Components
  • Business Card

  • Resume/CV

  • Bio

  • Writing Sample
• Publications

• Writing Style

**Online Presence**
• Personal Website/Blog

• Social Media Profiles
  • LinkedIn
  • Facebook
  • Twitter
  • Other Social Media Platforms

• Entries on UC Davis Web Pages

• Online Publications

• Professional Associations’ Web Pages

• Google Search

5 Words Branding Exercise
1.
2.
3.
4.
5.