


Personal Branding – How to get started on marketing yourself.

In the book The 10Ks of Personal Branding¹, Kaplan Mobray explains how to effectively brand yourself and why it is so important to professional growth. In order to get started on your career development, we recommend that you think about the following as it relates to how you **will market yourself to not only recruiters and hiring managers, but to your peers and family** since your network is the best asset for your future job search.

The sum of your past experiences has delivered you to this point: An Alumni from the University of Houston. From here, your Actions, Choices, Contacts, Experiences, Skills, and Schooling will culminate to form the level of ACCESS you have to realizing your career and life goals.

Before you develop your brand you must know yourself. If you were from a culture that had no access to technology, a completely agriculturally based economy, and you saw this logo:  What would be your assumption about what they do and sell?

What Apple has accomplished through brand recognition around the world is amazing. Whether you are a big fan or not, you know what Apple does and what you expect from the company. **Your goal is brand yourself so that people know what to expect from you.**

In order to start building your brand, think about the brands that you have chosen to be associated with and what they say about you. For each of the following products, reflect on the 1) brand you currently use, 2) why you chose that brand, and 3) what the brand says about you.

Product	Brand you use.	Why did you choose that brand?	What does that brand say about you?
Running Shoes			
Computer			
Soft Drink			
Automobile			
Snack Food			

What do these brands say about you? Are these the traits you want to be associated with? If you were a corporation, would you partner with these brands as part of your public image?

Lastly, what is your brand name? What would your logo be? What is your trademark slogan?

Talk to those closely associated with your brand and see if they would agree with your assessment.

Lastly, take some time to reflect on working on your brand to create opportunities. **Those who achieve make their own luck.** Make no mistake about it; opportunity “is obtained through focus, energy, effort, and planning”.² “Luck is what happens when preparation meets opportunity.”¹

1: 10 Ks of Personal Branding, Kaplan Mobray ISBN 978-0-595-48481-2.

2: Seneca, (Roman philosopher, mid-1st century AD).