



# CAREER NOW

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COLLEGE



# CAREER NOW

## Building Your Brand

Think of a Personal Brand as a personal PR campaign.  
You should be thinking about WHO you really are, WHAT you care about and what you are PASSIONATE about.  
This will help you connect the dots between your purpose and career goals.

This guide will introduce activities to assist you in investing time building your personal brand in three ways:

IN PERSON

ON PAPER

ONLINE

Your aim should be to develop a template for yourself that represents your brand in all three of these areas.  
This will not only help you achieve your dream job, but will also help you improve your communication skills, which is the #1 critical skill to develop according to recruiters of college graduates.

# Building Your Brand **IN PERSON**

Knowing your career goals & being able to convey them on the spot is key. You have so many opportunities to discuss your career goals outside of a formal interview setting. You never know when you might meet someone who can help you on your career path – think of discussions you may have with your parents' friends or recruiters you meet at networking events. This section will help you find ways to clearly & concisely express both your personal and professional goals.

## 60 SECOND INTRODUCTION

Can you succinctly describe yourself in 60 seconds? You may not have a lot of time to make a great first impression when recruiters have a lot of candidates to meet and it's important to be memorable. This 60 second intro can be helpful for you to use at any professional social or networking event.

Think about each of the following categories:

MISSION

PASSION

CAREER  
INTERESTS

THOUGHT  
LEADERSHIP

LEGACY

Take 5-10 minutes to think about the following five questions and write down your responses.

**MISSION:** Try and describe your personal mission. What motivates you toward your goals?

**PASSION:** What are your passions? What are your hobbies?

**CAREER INTERESTS:** Describe your career interests - field, major, and types of roles that interest you.

**THOUGHT LEADERSHIP:** What subjects could you talk about endlessly? Is there a subject that you enjoy following and have interest in studying through your career?

**LEGACY:** What do you want to be remembered for? How do you want to make your mark?

# Building your brand **IN PERSON**

**The Challenge:** Pull out something from each of these 5 questions to create your perfect 60 second intro. Once you have your content, practice aloud with your friends and ask them for constructive feedback.

**Example:** “Hi my name is Brianna Mercado. I am ambitious and unique, being the only one in my class to graduate with a double major in Dance and Performance Studies and Social Welfare. I am most inspired by movement and dance, and helping to improve the lives of others through art. I am a speaker, writer, filmmaker, teacher, 2-time cancer survivor, and I am on a mission to give others courage and to speak up for those who can’t. I want to be remembered for being unmessable.”

Mission
My mission is
Passion
My passion is
Career Interest
My career interests are
Thought Leadership
A topic I would like to pursue is
Legacy
I would like to be remembered for



## **CAREER NOW TIP**

*The Campus Career Center may be able to offer you free assessments to help you better identify your work preference and potential career paths that fit your personality. Make an appointment and ask them if you can take a career assessment for some additional guidance on what may interest you.*

# Building Your Brand **IN PERSON**

## ONE SENTENCE

- Write down who you are in one sentence.
- It's a very challenging task that usually stumps people and takes a while to complete. The goal is for you to define yourself in a distinct and memorable way and to express what's most important to you.

ONE SENTENCE
I am

## BUILD A SWOT ANALYSIS ON YOURSELF!

SWOT is an acronym for STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS. A Personal SWOT Analysis is a way to view the internal and external factors that can affect your life. It helps you to understand your personal strengths & weaknesses as well as the opportunities and threats you face on the path to achieving your career goals.

- Strengths and weaknesses are internal, and speak to your potential value to an employer.
- Opportunities and threats are external, and help you foresee what you're facing in your next career steps.
- Building out a SWOT analysis on yourself is an invaluable personal branding exercise that helps prepare you for interviewing and future career growth and stability.

### SAMPLE SWOT ANALYSIS

My Strengths	My Weaknesses
Teaching, social media, creativity, leadership	Difficulty expressing opinions, public speaking, debating
Opportunities	Threats
Room for career growth, stable industry to enter, face new challenges	Uncertainty of long-term interest, fear of failure, limited experience

# Building Your Brand IN PERSON

MY SWOT ANALYSIS	
My Strengths	My Weaknesses
Opportunities	Threats

# Building Your Brand **IN PERSON**

## GOAL SETTING

Too many students lack the confidence to pursue their passions. This exercise is designed to help you think bigger about your career and your life and to grow your confidence. Take 5 minutes to answer each of the questions below about your future. Your answers should be creative, ambitious, but realistic.

Which classes are you most interested in?

What are you most proud of?

What impact do you want to make on the world?

How do you want to be remembered?

Use your answers to help guide you toward the job or career, which will fulfill your goals and interests.

# Building Your Brand **ON PAPER**

Your personal brand on paper includes your resume, cover letter, interview portfolio, and even letters of recommendation. You'll want to take your time customizing these for each position you are applying to, in order to make sure you are highlighting your skills that match the opening. Once you have your first draft of each document, your Career Center will be a great resource for guiding the content you should include.

## **BUILDING YOUR RESUME**

Start by reviewing a few sample resumes online from professionals in your field & find a template that will work for you. Once you have a draft, visit your Campus Career Center to schedule a resume review session with an advisor. You'll receive instant feedback that can be used to enhance your resume. You can then use your resume to build your LinkedIn profile.

## **LETTERS OF RECOMMENDATION**

The following Recommendation Checklist will help you approach your professors for a letter of recommendation. It's always important to have references and recommendations ready if an employer asks for them.

- Ask early in the semester
- Ask in person if possible
- When asking, describe WHICH position(s) you are applying to and WHY they are important to you.
- Assume that your letter writer will remember nothing about you.
  - Provide all information that you think may be helpful or that you would like to have appear in the letter of recommendation (e.g. transcripts, awards you've won, essays, resumes, etc.).
- Don't procrastinate!
  - 6 to 8 weeks notice is a recommended MINIMUM amount of time to provide to letter writers. Be sure to schedule an appointment to provide these files to your letter writers.



# Building Your Brand **ON PAPER**



## **CAREER NOW TIP**

*Follow up with the Career Center after your resume review to schedule a mock-interview & find out about upcoming career & internship fairs or other networking opportunities.*

## **BUILD YOUR PORTFOLIO**

An interview portfolio is a 3 dimensional version of a resume. You can think of it as a “professional scrapbook.” This is especially important if you are heading into a field such as Graphic Design, where it is important to be able to showcase your work, as well as discuss your skills & experience. Here are some key items to consider when building your portfolio:

- Class or previous work projects
- Awards (such as Dean’s List)
- Professional certificates
- Letters of recommendation
- Notes from professors

## **READ**

[Building Your Interview Portfolio](#) on TheCollegeJuice.com for more ideas & tips.

# Building Your Brand **ONLINE**

Your personal brand online includes all of your digital profiles – think Instagram, Facebook, Twitter, Tumblr, a personal blog or forums where you contribute ideas & content. You leave behind a digital “footprint” on the Internet, so it is important that what employers see of you online matches how you want to be portrayed in person.

## THE LINKEDIN CHALLENGE

If you have not already done so, set up a LinkedIn profile. Some summer jobs you’ve had may not seem relevant to your future career goals, but think of skills you developed in those jobs and highlight them in your profile. For example, retail jobs help you practice providing good customer service and enhance communication skills.

Here are a few key sections to add content to on your profile:

- Upload a professional photo. Have a friend take a photo of you against a blank wall. Be sure your outfit is something you’d wear on an interview.
- Add volunteer & student organizations. Don’t forget to include leadership roles within those organizations.
- Fill in work experience
- Write down your mission in the info section
- Include links to class projects or upload files
- Connect with others in class or previous internship managers and professors

## THE GOOGLE SEARCH



### CAREER NOW TIP

*LinkedIn profiles are a visual representation of your professional brand. LinkedIn is a highly effective way for students to connect with experienced professionals and to build your personal brand online. It offers you the platform to expand on your background versus the overflowing resume application systems.*

# Building Your Brand **ONLINE**

Take a few minutes to “Google” yourself. You should observe what comes up in the general search and in the images as well. If you don’t like what you see, there are some things you can do to change it. Take a look at the privacy settings on your social media accounts and adjust as necessary so that only the information you want seen by the public comes up. If nothing relevant to you comes up in your Google results, you can change that, too. This is where having profiles like LinkedIn, Twitter, Instagram, and personal blogs come in handy--but always keep in mind what you are posting to these sites.

## **EMAIL ETIQUETTE**

Basic rules: Our e-mail behavior has the potential to sabotage our reputation both personally and professionally. Proofread and check for misspellings or grammatical errors before you click send!

## **5 BASIC RULES FOR STUDENTS WHEN CONTACTING PROFESSIONALS:**

1. Have a clear and concise subject line
2. Use a tone of voice that is appropriate
3. Don’t use abbreviations and emoticons with professional contacts
4. Respond in a timely fashion
5. Include a clear and concise signature with social media profiles and personal contact information in case they need to reach you

READ: [Thank you note etiquette](#) post on TheCollegeJuice.com

# CAREER NOW

## Building Your Brand

**NOW THAT YOU HAVE COMPLETED THE CAREER NOW WORKBOOK,** you're ready to move on to the next step in your career search - applying for a job or internship. Visit [TheCollegeJuice.com](http://TheCollegeJuice.com) to learn more about the application process--just search #careernow.

Want more career guidance?  
**HERE ARE ADDITIONAL RESOURCES**

### THECOLLEGEJUICE.COM

Your campus bookstore's blog is a great resource with career-related content. Search #CareerNow to find career advice including blog posts, podcasts & interviews with professionals.

### WHYMILLENNIALSMATTER.COM

The blog section includes informative posts and tips to help you land your dream job - from interview tips to how to jump start your career.

### YOUR CAREER CENTER

Check in with your career center on campus to schedule time with a career advisor and learn more about upcoming events.

