



LESSON 12.3 - Developing Your Personal Brand

INSTRUCTIONS

After reviewing the lesson on personal branding in your textbook (lesson 12.3), take a moment to consider your own personal brand. Using the space below, write a brief essay describing your own personal brand and how that might help you to determine what types of careers might offer the best fit for your personality, knowledge base, interests and skill set.

Also explain how establishing a personal brand might be helpful when applying for jobs.

DESCRIPTION OF MY PERSONAL BRAND:

HOW MY BRAND CAN HELP DETERMINE A CAREER PATH:

HOW MY BRAND CAN HELP ME TO LAND A JOB: