# BRANDING YOURSELF: PERSONAL STRENGTHS

Who are you? What are you good at? What gifts, skills, or knowledge sets you apart from others? The answers to those questions point us to the essence of your **personal brand.**

The next ingredient to an effective personal brand is memorability. What will make you stick in the minds of potential employers? To answer this question, step away from your work qualifications for a second and think about your personality. What makes you unique? Your hobbies? Your sense of humor? Your passion for music, movies, or sports? Identify two or three personality traits that make you unique, and you have identified the "personal" part of your personal brand.

For this paragraph, you will write about your personal brand by defining yourself with a few personal traits that are soft skills, or personality/work characteristics that all employers seek in their workers. You will need to give examples of the characteristics and then you will create a slogan to accompany your paragraph.

What is a slogan? In companies, a slogan is a memorable saying that is used in advertising and marketing. Here are some examples of logos and slogans of famous companies.



Do you recognize any of these slogans? Which companies do they come from?

1. **Save Money. Live Better.**
2. **I am what I am.**
3. **Between love and madness lies obsession.**
4. **Quality never goes out of style.**
5. **Solutions for a smart planet.**
6. **Make Believe.**
7. **Share moments. Share life.**
8. **The happiest place on earth.**
9. **Finger lickin’ good.**
10. **Have it your way.**
11. **Melts in your mouth, not in your hands.**
12. **Open Happiness.**

Paragraph:

Choose two to four personal strength words that define you.

* Start with a topic sentence, e.g., “*There are several words that describe me, but two/three/four that sum up my character best are….”* OR “*I have several personal strengths, but the two/three/four that best describe me are the following…”*
* Tell about each of your personal strengths with one or more examples, e.g, “*I am dependable. For example/for instance, whether in my personal life or work life, if I say I am going to do something, people can count on me to do it. I never let down my friends, family, or coworkers. I have never missed a deadline and always stand by work.”*
* Use transition words: *First, … Second,… For example, … For instance,… Specifically,… To illustrate,… To provide an example,… To be specific,… Next,… Last, … Finally,…*
* Use a conclusion: *“To conclude, these are just a few of my personal strengths, but they are definitely the words that I and anyone who knows me well would use to define me.* OR *In conclusion, these are my personal strengths, and I have no doubt that when you know me, you will find that they truly define my character.”*

Slogan:

Use the personal strength words or make a catchy phrase and interesting to create a visual of your slogan. Use the Flaming Text Web site <http://www.flamingtext.com/Fonts> to make a slogan. Insert the slogan into your Word document.

*Example:*



Answers to slogan questions:

1. Walmart
2. Reebok
3. Calvin Klein
4. Levi’s
5. IBM
6. Sony
7. Kodak
8. Disneyland
9. Kentucky Fried Chicken
10. Burger King
11. M&Ms candy
12. Coca-Cola