What is Personal Branding?

How you CHOOSE to present yourself.
How you market yourself.
Your first impression.
1. Determine Where You Want to Go
Determine Your Function
Determine Your Emotional Appeal
Your Personal Brand Should Be:

- Authentic
- Backed
- Consistent
What Determines Your Brand?
Where Does My Brand Go?

Everywhere!

Résumé
Documents
Cover
Letter
Portfolio
What Are Work Samples?

They are polished, finished products that **back up** your brand and are **consistent** to your **authentic** brand.