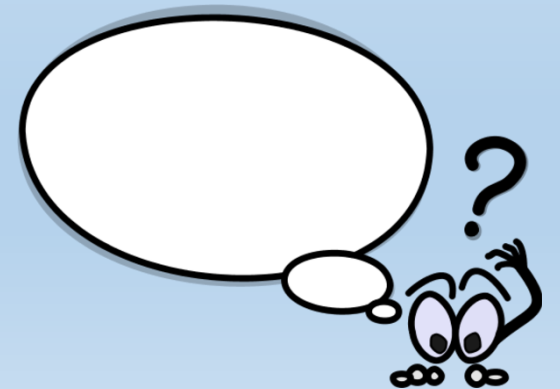


You have 30 seconds or less to impress....

What is your plan to make a positive impression with a hiring manager?



What is a branding statement?

A branding statement is the foundation for marketing your unique set of skills, knowledge areas, experiences, and accomplishments.

- Used it to begin a networking conversation, or when answering the interview question “Tell me about yourself”.



Examples of a branding statement...

- I help children with learning disabilities improve their reading skills by listening to them read out loud.
- I assist customers with finding the right phone plan by asking how they use their phone throughout the day.
- I enter payments into the CRM system so that insurance companies are billed accurately and on time.
- I create 3D models for marketing housewares to wholesalers by collaborating with product developers.

NOW ITS YOUR TURN! CRAFT YOUR BRAND BY FILLING IN THE BLANKS BELOW.

I help _____[who] to _____ [do what] by
_____ [how you do it]

You can substitute a different action verb for the word 'help'.



“Your smile is your logo, your personality is your business card, how you leave other feeling after an interaction with you becomes your **trademark.**”

- Jay Danzie

