

Branding Yourself



Getting a job is all about branding yourself! This worksheet walks you through the steps to create a 3 minute "elevator pitch" that you can use to get the job you want.

What are transferable skills?

Transferable skills are : Skills you have acquired during any activity in your life, including:

1. Jobs
2. Classes
3. Projects
4. Parenting
5. Hobbies
6. Sports

Note: These are skills you can take from one job to the next.

Categories & Examples

- **Communication:** speaking effectively, writing concisely, listening attentively
- **Human Relations:** Developing rapport, being sensitive, listening, conveying feelings
- **Research & Planning:** forecasting, predicting, creating ideas, identifying problems
- **Organization, Management, & Leadership:** handing details, coordinating tasks, teaching, & selling
- **Work Survival:** being punctual, managing time, meeting goals

How do you brand yourself?

Branding yourself is when you have 30 seconds to make yourself **standout** to a potential employer and **connect** your background to the organizations' need.

The elements are:

1. Name
2. Opportunities you are seeking
3. Relevant experience (work, internships, volunteer opportunities)
4. Highlight of skills and strengths
5. Knowledge of the organization

Branding Yourself Worksheet

- Use this worksheet to brand yourself and explain who you are, what you do, and how you would bring value to the organization
- Concisely describe what you do in 30 seconds or less
- Create a 3 minute "elevator pitch" to convince a hiring manager you are the best person for the job

Sentence #1: IDENTIFY YOURSELF

- Lay the foundation by telling people exactly who you are

Hello, my name is _____ and I am currently a
_____ specializing in _____.

Sentence #2: WHAT CAREER/JOB ARE YOU SEEKING?

- Talk about the career/job you wish to obtain

I am looking for work as a(n)...

Sentence #3: WHAT CAN YOU OFFER?

- List out those skills and abilities that you do well

My key strengths and abilities are...

Sentence #4: STATE YOUR EDUCATION

- What is your level of education, certifications, and expertise

I have a...

Sentence #5: DESCRIBE RECENT JOBS, COURSES TAKEN OR COMPLETED, RECENT SUCCESSES AND ACCOMPLISHMENTS

In my current /most recent job (position/role/internship), I...

Remember to always stay positive and speak with confidence!!!!

Example of Branding Yourself:

Hello my name is _____ and I am completing a(n)

_____ degree in _____ at Mesa Community

College.

I am interested in a career in (or position as a) _____ in the

_____ field (industry).

I have been involved (during college) in _____

I have developed skills in _____. I have also had employment (an internship) as a _____ with _____ and discovered that I really enjoy _____.

Could you tell me more about _____?

- Your company
- Positions available or jobs that you are currently hiring for

Branding Yourself Speech:

