Developing Your Personal Brand

What is a Personal Brand?

1. It is about the **authentic**, “real you”.
2. It is distinctive. It differentiates you – it tells your audience how you’re different than other students.
3. It is based on (and proven by) your stories.
4. Everything you say and do goes into it – every interaction, email, phone call, conversation, social media post goes into it.

Define Your Goal

Write down the major and career you feel is the best fit for you at this time. (It’s O.K if it changes next year, next week, or even by the end of this exercise!)

| Major and Career I feel is the best fit for me: | Major: Marketing/Advertisement Career: Project Manager |

Your X Factor

- Next think about everything you’ve done (projects, experiences, etc.) and consider where you have had the biggest impact. Write down what that is. Then, write down the skills, values, interests/passions, and/or personality traits associated with what you did that made a BIG IMPACT.

*These can be in bullet points. This will help you begin to think about what differentiates you, the stories you have, and your VIPS.*

What I’ve done that’s made a BIG IMPACT.

<table>
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<th>What’s made a BIG IMPACT</th>
<th>Values, Interests, Personality Traits, and Skills (VIPS) Associated</th>
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| -Co-President of the McQuaid Ballers Program. Junior and Senior Year of High School I ran a club where students from my high school went to a local Juvenile Center to help mentor teenage boys that needed guidance in their life. We used basketball as a way to “break the ice” with them. I ran the club senior year and actually facilitated a second location where students could help other Kids. I recruited McQuaid Students, sold t shirts, and even contacted alumni to raise money for food and transportation. This program was the first of its kind at the high school level in America. John Carrol | -Values: Family, Respect, Wealth  
-Interests: Creative Production, Qualitative Analysis, Technology in Business  
-Personality Traits: Social, Positive, Leader, Motivator  
-Skills: Teamwork, Self-Control, Ability to Compromise, Respect for others |
University (Jesuit Connection) was the first College Program that started in 2014.

Compile all of your BRAND WORDS / DESCRIPTORS in one place (transfer over most important elements from your Wandering Map)

<table>
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<tr>
<th>Strengths/Skills</th>
<th>Interests/Passions/Hobbies</th>
<th>Values</th>
<th>Personality Characteristics</th>
<th>Life Experiences/Resume Experiences</th>
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**Strengths:** Team Player, Works well under pressure, has the ability to adapt, I know my limits, Knows when to ask for help, Growth Mindset, Personable, Always strive to improve every aspect of my life, Confident in my ability to lead, Influencer, I understand the value of new opportunity,

**Interests:** Technology, Creative Production, Social Life, Statistics, Business in Sports.

**Passions:** Live Music (Country), Community Service, My Faith, and the City of Rochester.

**Hobbies:** Golf, Caddying, Fishing, Working out, Water Skiing, Alpine Skiing Listening to podcasts, I love going to Concerts, Brother of Theta Chi Fraternity.

**Family:** I love my family, I am so fortunate to be able to have an active relationship with them. As I have gotten older I have started to cherish the memories and moments that I have had. Being at college and away from them for about 8 months out of the year has increased my value for family.

**My Hometown:** This is something new to my values list, but as I keep thinking about it, there is no way I can leave it out. Rochester is a very special place to me, if I had the chance to live there and start my own family there with the Job that I want I wouldn’t hesitate. I am the person I am today because of Rochester, I love Bloomington and Indiana University but nothing could replace Rochester.

**Wealth:** Financial Stability holds huge value to me.

**Respect:** My brand is built off of respect, it is important for employers to respect me just as much as it is for me to respect them.

**Personality:** I am independent but I love working with others. I have the ability to work by myself on a project or a goal but when I need or want to work with others I have no problem doing it. I think I have a good amount of self-confidence. In the past I have had trouble knowing the line between cocky and confident. I am a natural leader, I know how to reach goals through leading by example or taking the initiative. I love to compete as well. I do not like to lose, with that being said I do understand that “losing” is a part of life. Losing can teach you more than winning in most cases.

**Real Life Experiences:**

**McQuaid Ballers President:** Ran a program, worked with a wide variety of people including fellow peers, McQuaid Jesuit Alumni, and teenage children.

**Jesuit Leadership Summit:** Attended a Jesuit High School conference in Cleveland where kids from all over the country came to talk and collaborate ideas from their own schools. I was one of six students selected to represent my High School.

**Admissions Ambassador:** I served as a school ambassador for four years during High School. I would give tours, proctor entrance exams, and I hosted students for the day. This was all an effort to help promote my school to prospective students. I went to middle schools to try and recruit future students to McQuaid. I became a committee leader my Junior Year and later became Open House Chair my senior year because of my commitment to the program.

**My Brand Themes:** Loves to work with others, cares about people close to him, loves creating
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<th>My Key Differentiators</th>
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<td>Ability to motivate others</td>
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<td>Initiative</td>
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<td>Openness to growth</td>
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**My Mantra**

“Don’t be upset by the results you didn’t get with the work you didn’t do.” -Anonymous

**My Unique Value Proposition / Personal Brand Statement**

I pride myself on helping others. I value having personal success but group success and making others better is what I value the most. I have an innate ability to motivate myself and others to help fulfill goals.

**My STAR Story (supports each of the above)**

**Situation:** The Summer going into my Senior Year of High School I was getting ready to take over the McQuaid Ballers Program from the Original Founder who had just graduated. A week before he was leaving for college the Juvenile facility that we were going to fell through and claimed that funding was issue and we could no longer hold the program there.

**Task:** I now had to completely take over the program and find a new place to hold the program. The founder was off to college so it was quickly all in my hands to do something about it.

**Action:** Needed to research Juvenile/Assisted Care facilities in the Rochester Area. Needed to directly call those people so they could hear our story. I also needed to keep the current program members loyal and engaged to the future. Even though there wasn’t much promise, I needed my friends and other team members to help me save the program.
Result: I was able to use my school’s Advancement Team to help connect with Alumni that may have had any connections to any local facilities. About halfway through first semester I was able to find a place called Hillside Children’s Center. It was not a juvenile center but it was a place where kids are sent because their parents cannot financially provide for them. I was able to raise money through t-shirt sales and alumni donations. We receive so much support we were actually able to make up for the funding at the old Juvenile center that had to shut down the program. This past summer I handed the program down to a rising senior. The program now has two locations and is now one of my High School’s most popular philanthropy/community service programs.

The next step of the process is to begin to draft the outline of your Personal Brand Video.

As you develop your outline, keep the following in mind:

- What would you like to showcase as part of your personal brand?
- What STORY can you tell that pulls your brand together?

For some tips to get started, watch “Perfecting Your Elevator Pitch – What To Do and What Not To Do!” ([https://www.youtube.com/watch?v=O6U9OGpvV78](https://www.youtube.com/watch?v=O6U9OGpvV78))

### Outline for your Personal Brand Video

Look for a theme that ties your video together.
Consider your audience (in this case, most likely recruiters).
Remember: be focused, concise, genuine, differentiated, and memorable.
Write the outline for your video script (bullet statements are fine).
Beginning:
-Jamie McCarthy, From Rochester NY, I am still exploring a possible major in the Kelley School of Business.

Middle:
-I came to Indiana University without really knowing anyone
-I took a risk, I wanted to become comfortable being uncomfortable
-I was used to knowing everyone in the room.

-McQuaid Ballers Story
-Admissions Ambassadors
-Active Lifestyle

End:
-Show how I have been able to find my niche at Indiana University
-Emphasize my ability to work with others
-Willingness to Change

A Note on Stories
When telling a story as part of your brand (and also in interview answers!) please construct your answers in STAR format (you don’t need to divide your answer up by Situation, Task, etc – just use the acronym below to guide the way you write the story):

S-T-A-R

Situation: Describe the situation
Task: Describe the task to be accomplished
Action: Describe what YOU did within the situation and/or to work on the task
Result: Describe the outcome of your actions