

## Step 5: Building Your Brand

The next step is to establish a strategy for building your personal brand that will help you achieve the objectives you identified in Step 1. First, think about what your personal brand is now: What do people think of when they hear your name? Are you happy with the answer to that question? Remember that not having a brand at all can negatively influence your success, too. It prevents you from standing out from your classmates and others who will be applying for the same job. Next, develop specific brand-building action items for the next year that will help build, strengthen, or revitalize your personal brand.

Give this exercise careful thought. Being aware of your current brand and planning specific actions to develop that brand will be one of the most important career steps you can take over the next year.

**Learner Task:** *Develop 3-5 specific brand-building action items for the next year. For each, clearly define the action you plan to take and set a deadline for taking that action. Finally, provide a description of what the expected outcomes will be for each brand-building action.*

- *What actions can you take now and over the next year to build your brand?*
- *List your actions in a SMART way: be specific, make sure your goals are measurable, attainable, realistic, and time-based.*
- *What smaller actions are needed to take bigger actions?*