



Name: .....

Date: .....

# Build Your Personal Brand: Independent Learning Guide

The role models in the video "Build Your Personal Brand" discuss the importance of your brand, or the way others view you. From the impression that a new friend might have to the way a prospective employer remembers you, your personal brand can be a huge factor in your success.

Watch the video "[Build Your Personal Brand](#)" at least once. Then read each statement below. Think carefully about each question before you answer it.

- 1. Your personal brand is a combination of the things you do, what you say, and how you behave. It is how others view you.

What is your personal brand, what do you want to be known for? How could you add these traits to your personal brand? What specifically might you say or do?

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- 2. Listeners learned that personal brand may change depending on the audience.

What personal brand do you have with your friends? Your teachers? Your family? Why do you think your personal brand can shift depending on the audience?

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**3. Your social media and online presence can impact your personal brand.**

What are some positive ways that social media or online presence might impact someone's personal brand? Can you think of any negative ways? Why is it so important to maintain a professional and appropriate online presence?

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**4. One role model said, "You have to start thinking about where you want to be in a few years, you have to start really being mindful and conscious of your goals."**

What role does your personal brand play in reaching your goals? Why is it important to be "mindful and conscious" of your goals? What might happen if you aren't conscious of your goals?

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**5. Listeners learned the importance of making sure that they always do things that represent who they are authentically and honestly.**

Why is it so important to be true to yourself? What might happen if your words or actions aren't authentic? How could this impact your goals or personal brand?

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**6. You may have heard the saying, "Actions speak louder than words."**

When it comes to your personal brand, do you think your actions or words are more important? Why? Does it depend on the situation or audience?

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