

Build Your Personal Brand

The video “[Build Your Personal Brand](#)” gives advice about building a positive, authentic personal brand. From the things you say and do to how you behave, all your actions in real life (and online!) contribute towards your personal brand—make sure you are building a brand you can be proud of!

Try This!

The first step towards building an authentic personal brand is deciding the attributes you want to be known for. Do you strive to be a kind, caring friend? Someone who can always make others laugh? No matter what attributes you want to embody, your words and actions should clearly build these attributes into your brand. Use the chart below to brainstorm your brand attributes and the words and actions that can help build your brand. The first one has been completed for you as an example.

Building My Personal Brand

My Brand Attributes	Words and Actions that Build My Brand
A kind, caring friend	Check in with my friends and ask about their day
	Support my friends when they are feeling down