

Unit 8 Learning Activity: Personal Branding

Read about the elevator pitch and branding and then, see if you can answer the self-challenge questions. At the end you can see the expert's responses and feedback.

The Elevator Pitch

The elevator pitch is typically used in business to pitch an idea, initiative, new service or product to a prospective buyer, investor, or employer. But you can also use it to pitch your own personal brand.

What is an elevator pitch? It is the sales or promotional statement you give to someone that is the length of a typical elevator ride...10 seconds but no more than a minute long.

Personal Brand

What is a personal brand? It is those qualities that make you unique in the minds of the intended audience. Sometimes a personal brand can be slogan or a type of trademark that is associated with certain qualities much like the historical family coats of arms.

Where do you begin to create a personal brand? Consider the following:

- What skills, abilities, and attributes do you have that distinguish you from others?
- In terms of the career you hope to pursue, why should a company hire you versus someone else?
- What if someone else has your same education and experience? How can you further make your brand standout?

Example:

Kelly's personal career brand statement is:

Kelly Scoeffield, an innovative global product marketing expert in French and English.

How can she make her brand known and renowned? By ensuring brand consistency in all that she says and does, she supports how she is perceived by others who might either work with her or hire her.

Here are some ideas as to how she might achieve brand consistency.

1. Create a webpage that reiterates her brand. She describes herself as creating innovative marketing so she should make her website look professional but innovative. Example: She could include podcasts on the next big innovations and company spokespersons describing industry innovations that will propel product development along with it.
2. She should create innovative letterhead (using a Word Template that she has customized) and a Blog in French and English.
3. She could create an innovative personal logo that uses two languages for her website, email signature and letterhead and blog.

These are just some of the many ideas she could use to create consistency between her branding statement and everything connected with her.

Take the self-challenge.

1. Consistency is an attribute of the utmost importance in creating a personal brand. Make note of your answer.

True or false?

2. Which of the following factors should someone consider when creating their personal brand? Select all that apply by right clicking on the answers and highlighting them or just making note of the letters of your answers.
 - a. Personal style
 - b. Ideal career
 - c. Hobbies
 - d. Age
 - e. Consistent message
 - f. Social media accounts
 - g. Email signature

- h. Personal website
- i. Any personal photos on the web
- j. Product or site endorsements

3. Which of the following are additional considerations when creating a personal brand? Select all that apply by right clicking on the answers and highlighting them or just making note of the letters of your answers.

- a. Friends
- b. Personal blog or past blogs
- c. Font used in communications
- d. Website layout and design
- e. Past purchases
- f. Publications endorsed or quoted
- g. Product or service reviews made
- h. Content and tone of communications
- i. Relatives
- j. Resume

Now check the [Expert's Responses to these three questions.](#)