

Your Personal Brand

EAE Learning objectives for this lesson

Learn new expressions and words to help you to 'brand yourself'.Comprehension activities for practice. Practice your intonation and stress. Learn a short speech about yourself which you can use again in an interview situation for example.

Activity One. Brand 'you' - answer the questions.

- ☑ Have you ever heard of people having a personal brand?
- ☑ What do you think it is?
- ☑ If you had your own brand identity what would its logo look like and why?
- ☑ What would your slogan be?
- ☑ What makes you different from other people?
- ☑ Where do you see yourself ten years from now?
- ☑ your strategy for getting there?



Activity Two - **intonation and stress.**

English is timed by the syllables we stress and so it is irregular in rhythm.

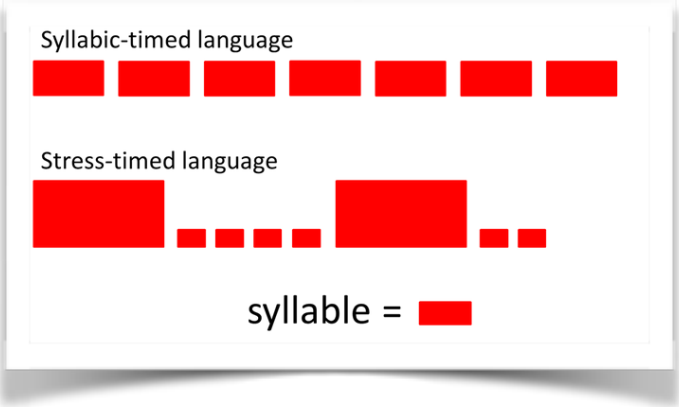
We reduce vowels to say unstressed syllables more quickly. The time it takes to say something in English depends on the number of stressed syllables, not the number of syllables.

In English we also use pitch to make distinctions in meaning. We can use **extra high, high, normal or low** pitch. Sometimes we use up and down pitch to further emphasise an expression or word.

We always emphasise, with stress and intonation, the **most important words** in the sentence, these are the words which make us understand the sentence, ie, we could understand the meaning of the sentence with only these words.

The words we emphasise are the stressed words, they are stronger. The words we don't emphasise, are weaker.

Word stress can also change the meaning of a sentence. For example. 'I never said she stole my job' can have lot's of different meanings depending on which word you stress. How many different meanings can you find?



Activity Three - Read the text and then answer the questions. Pay attention to your **intonation and stress**.

From Personal Branding For Dummies, 2nd Edition By Susan Chritton

Personal branding is a marketing strategy focused on your most important product: *you.* Developing a personal brand requires figuring out who you really are (your skills, values, passions, and personality), who you want to serve (your target audience), and how you differ from the competition (your unique niche).

A successful brand creates a consistent, targeted impression that helps you achieve your personal and professional goals. It also allows you to live authentically because a great brand is always honest; you can't fake your way into a successful brand.

The first step in the personal branding process is to spend time figuring out who you really are and what you want from your life. Often, this self-analysis is the hardest part.

Here are the building blocks of your brand that you need to identify:

- Values: These are core principles that give meaning to your life — a set of standards that determine your attitudes, choices, and actions.
- Interests/passions: The things that intrigue and motivate you determine how you want to spend your time.
- Mission: Everyone should have a mission statement — an expression that clarifies what you are all about and what you want to do in life.
- Vision: Your ideal version of how you will use your mission is your vision.
- Strengths: Certain abilities and patterns of interest consistently produce a positive outcome in your life, and these are your strengths.
- Freak factor: This term refers to a unique quality that makes you different and unusual.
- Personality attributes: Describing the face that you show to the world helps you define your personality.
- Education and work experience: These attributes are easy to identify because they're based on fact.
- 360º feedback: The people who know you best (such as friends and coworkers) can provide key information about your character.
- Goals: Getting specific about what you want to achieve greatly increases your chances of success.

QUESTIONS:

1. According to the text, what is personal branding.
2. According to the text how do you build your personal brand?
3. What defines your strengths?
4. What is your vision according to the article?
5. How can people you know help to define your brand?

Activity Four - Vocabulary builder. Which of the following words apply to your personal brand? (Tick the relevant boxes).

- ☐ Adventurous
- ☐ Calm
- ☐ Caring
- ☐ Cheerful
- ☐ Creative
- ☐ Conscientious
- ☐ Decisive
- ☐ Eccentric
- ☐ Efficient
- ☐ Empathy
- ☐ Enthusiastic
- ☐ Easy Going
- ☐ Eager
- ☐ Friendly
- ☐ False
- ☐ Fun
- ☐ Happy go lucky
- ☐ Honorable
- ☐ Innovative
- ☐ Integrity
- ☐ Industrious
- ☐ Ingratiating
- ☐ Lively
- ☐ Level headed
- ☐ Natural
- ☐ No-nonsense
- ☐ Productive
- ☐ Professional
- ☐ Proud
- ☐ Relaxed
- ☐ Romantic
- ☐ Serious
- ☐ Self assured
- ☐ Upbeat
- ☐ Trustworthy
- ☐ Versatile



Activity Five - Use the template to **write your brand statement:**

1. What three or four keywords describe your essential qualities quickly and clearly?

2. What is your essence factor, the core of who you are? "I know I am in my element when _____."

3. What is your authority factor, the knowledge that you hold and the skills that you possess? "People recognise my expertise in _____."

4. What is your superstar factor, the qualities that set you apart? (This factor is how you get things done or what you're known for.) "People comment on my ability to _____."

Now use this fill-in-the-blanks template.

I use my _____ and _____ for _____.

Known for _____, I _____.

Using _____ (key trait), I _____, by providing _____.

Through my _____, I _____, when I serve _____. My vision is to_____.

Activity Six - **Approved brands...**

Look at the logos below and say which brands you approve. Which reflect your values and which complement your own personal brand nicely?



Activity Seven - **Approved Bands...** Which of the following musicians or bands represent your personal brand the best and why?

- ☐ Black Sabbath
- ☐ Prince
- ☐ Cindy Lauper
- ☐ U2
- ☐ ACDC
- ☐ Radiohead
- ☐ The Beatles
- ☐ Ed Sheeran
- ☐ Adele
- ☐ Beyoncé
- ☐ One Direction
- ☐ Other

Activity Eight - How would you describe the personal brand of these people:







