



# brand you.

make it happen toolkit

# why brand yourself?



## you're set for success when you set yourself apart

Today there are so many more ways to advertise yourself, whether online, on paper or in-person.

The way you present yourself defines your personal brand, and when developed with care, this becomes an invaluable asset that you can utilise to land your dream job.

To create your own brand, take a close look at yourself and identify your unique skills, strengths and talents. Equally as important as what you can do is how you do it, like having a positive attitude and other traits that are sought by an employer.

Doing a SWOT (strengths, weaknesses, opportunities and threats) analysis on yourself is a great way to work out where your skills and experience lie.

## creating your personal brand

Just as companies create consistent, memorable brands, your personal brand is the way you promote an impressive image of yourself in the job market.

Your personal brand is how you, your skills and achievements are seen by not only the people you currently work with, but also by those you may work alongside in the future.

While your brand is important in your professional life, it's most authentic when you live the same values in your personal life as well.

When building your personal brand, ask yourself:

- Are your actions consistent when you deal with others?
- How would you describe yourself to someone who didn't know you?
- How would the people around you describe you?

# moving on up the elevator pitch.

You're caught in the lift with the CEO of your dream company, who starts a conversation by asking you what you do. This is where your 'elevator pitch' comes in – a powerful 30-60 second summary of your experience, strengths and goals.

Preparing your elevator pitch now can help you present yourself in the best light later. You can use it in calls to recruiters, in cover letters and resumés, at networking or industry events, and in interviews.

## the do's and don'ts of your elevator pitch

### do

- Focus on the strengths you'd like to use in your career
- Mention the type of industry and role you've got in mind
- Practise it so you sound natural and sincere
- Make sure you can back up what you say
- Use your elevator pitch when leaving voicemails for contacts and recruiters
- Have more than one version, for different situations
- Ask if there's someone you should speak with about your interests

### don't

- Become lost in an irrelevant topic and ask a question like 'Is there anything else you'd like to know about me?' at the close
- Forget to ask for the name of someone you can follow up with, a LinkedIn profile to connect with or next steps you should take



# elevator pitch.



## example

'Hi, my name is\_\_\_\_\_, and I'm a \_\_\_\_ .  
For most of my career I've been focused  
on\_\_\_\_, and I've been involved in\_\_\_\_ .

I'm now ready for a new challenge, and I'm  
really interested in opportunities in \_\_\_\_.  
I'm a very results-driven person and am  
experienced in \_\_\_\_ .  
I think that these skills would transfer well  
across \_\_\_\_.

I'd love to hear your perspective on the  
direction of \_\_\_\_ (their company). If you have  
some time available, would you like to  
schedule in a coffee with me next Tuesday?'

## creating yours

Spend some time writing and rehearsing your  
script so that you become acquainted with  
talking to anyone comfortably.

Make your pitch memorable, convincing, and  
interesting for the listener. Strike a balance  
between being polished, but still casual and  
conversational.



# contact

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