You have 30 seconds or less to impress....

What is your plan to make a positive impression with a hiring manager?
What is a branding statement?

A branding statement is the foundation for marketing your unique set of skills, knowledge areas, experiences, and accomplishments.

• Used it to begin a networking conversation, or when answering the interview question “Tell me about yourself”.
Examples of a branding statement...

• I help children with learning disabilities improve their reading skills by listening to them read out loud.

• I assist customers with finding the right phone plan by asking how they use their phone throughout the day.

• I enter payments into the CRM system so that insurance companies are billed accurately and on time.

• I create 3D models for marketing housewares to wholesalers by collaborating with product developers.
NOW ITS YOUR TURN! CRAFT YOUR BRAND BY FILLING IN THE BLANKS BELOW.

I help __________[who] to ___________ [do what] by

_________________ [how you do it]

You can substitute a different action verb for the word ‘help’.
“Your smile is your logo, your personality is your business card, how you leave other feeling after an interaction with you becomes your trademark.”

- Jay Danzie