

'Brand you' exists! It is not about what you do, but who you are. It is particularly important for your career and the best way to market your skills and abilities. A positive brand can lead to a great career. Build your own brand – you know more about yourself than anyone! Be positive, be honest and showcase all your talent and ability.

Where to start? Well, first you need to understand your strengths and areas for improvement. Try drawing a mind map of all your skills and give examples that demonstrate your abilities.

What's next? Take the first chance you get to market 'brand you' to employers. This will usually be the cover letter you write when applying for a job. Introduce yourself and write about your experience. Show how you are the best person for the job.

A word of advice!
Understand what the employers want by reading the job advert carefully. Show how your talent and ability match this and then you are on your way to a great career.



Read the text then answer the following information.

1. According to the paragraph one, what makes up "brand you"?
2. What two pieces of advice does the paragraph one give about creating "brand you"?

When is your initial opportunity to market 'brand you'?