

# Branding Yourself



Osborne Village  
RESOURCE CENTRE

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# Why Do You Need A Branding Statement?

## #1:

### Discussing the job search is sometimes challenging.

When we are facing challenging times in our lives, sometimes it's easier to simply not discuss them at all. Unfortunately, being unable to discuss your job search is counterproductive.



## #2:

### No one can tell what kind of professional you are.

No one knows your purpose but you.  
*(and sometimes job seekers in transition may not know their purpose, either!)*

In the hidden job market, 50-85% of jobs are not advertised. We have not only a barrier in communication with available jobs, but we also have a barrier in communication with available job seekers who are unable to articulate their employment needs.



## #3:

### “What job do you want?” “I’ll take anything!”

Sometimes when a job seeker is asked “What kind of job are you looking for?” they will respond “Anything.” Being unable to articulate your job search will prevent people from being able to help you. Especially because we KNOW that you don’t want just *anything*.



## How Can A Branding Statement Benefit Your Job Search?

1. Your branding statement allows you to express your needs and clarifies what you are all about and what you want to do in life.
2. Your branding statement highlights your personal attributes that define who you are and where you will shine.
3. Your branding statement markets your strengths and shows that you want to produce positive outcomes in your life.
4. Your branding statement is a unique promise of value that clarifies and communicates what makes you special.

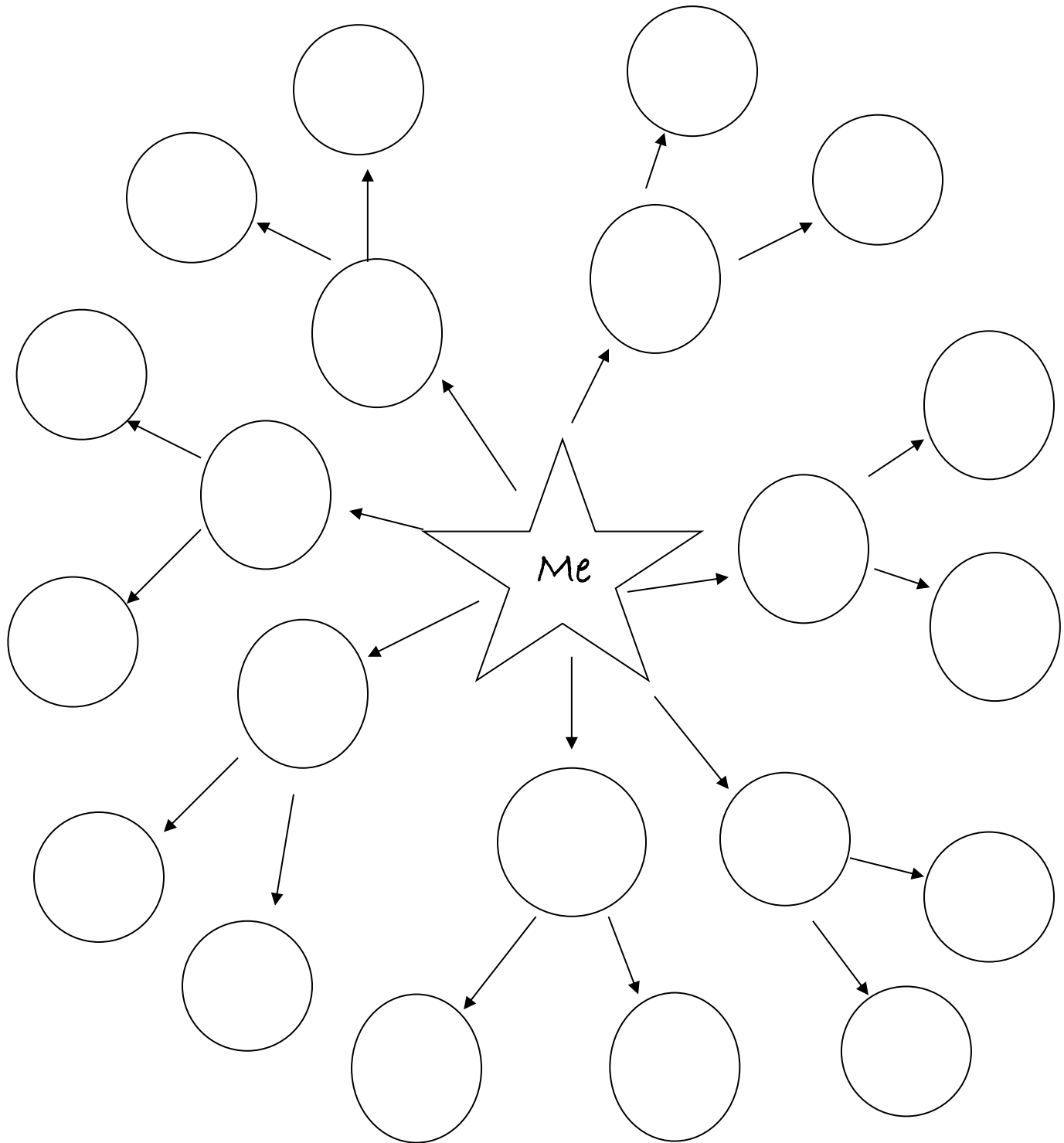
## With Whom Will You Share Your Branding Statement?

Your support network is:

- Family
- Friends
- Mentors
- Teachers
- Neighbours
- Professors
- Coworkers
- Supervisors
- Volunteer Organizations
- Chamber of Commerce
- Professional Associations



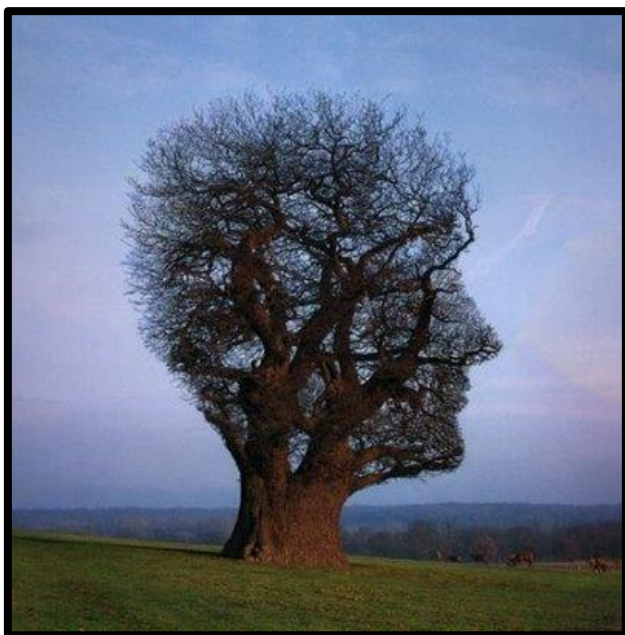
## Who Is In Your Support Network?







## Identify Your Number Of Years Of Experience



For the next line in your Branding Statement, write down the number of years you have been working in your desired field. In your employment history, you may have a variety of job experiences; for job seekers who want to *transition* to a different career, it is recommended that you identify the number of years of *related* experience.

If you have years of volunteer experience, but not paid experience, it still counts! Volunteering is a fantastic opportunity to develop new skills. ***Experience is experience.***

Say you worked in retail but you want to transition into a career working with youth.

Instead of

***“Twenty years of experience in retail sales”,***

write:

***“Two years of experience working with youth, plus extensive experience in customer service.”***



*If you have worked in a field for over ten years but you aren't seeking advancement, say “Extensive experience”. By identifying decades of experience, it may inadvertently imply that you are seeking a management position.*

**Turn to page 9 and write down your number of years of experience on line #2.**

## Identify Your Skills

We have skills we have *done*, but what about which skills we *love*?

Highlight your three favourite skills.

|                               |                        |
|-------------------------------|------------------------|
| Accounting                    | Maintenance            |
| Accounts Payable / Receivable | Management             |
| Addiction Counselling         | Manufacturing          |
| Administration                | Marketing / Promotions |
| Administrative                | Mediation              |
| Adobe Creative Suite          | Medical Terminology    |
| Advocacy / Resources          | Merchandising          |
| Aesthetician                  | Microbiology           |
| Assembly                      | Microsoft Excel        |
| Bookkeeping                   | Microsoft Word         |
| Caretaking / Custodian        | Negotiation            |
| Carpentry                     | Network Technician     |
| Child Care                    | Nursing                |
| Cleaning                      | Painting               |
| Clerical                      | Payroll                |
| Computer                      | Plumbing               |
| Concrete                      | Production             |
| Culinary                      | Program Coordination   |
| Customer Service              | Programming            |
| Data Collection               | Project Management     |
| Design                        | Public Relations       |
| Documentation                 | Quality Control        |
| Driving                       | Recreation             |
| Editing                       | Research               |
| Electrical                    | Roofing                |
| Employment Counselling        | Sales                  |
| Event Planning                | Sampling / Analysis    |
| Facilitation                  | Security               |
| Family / Marriage Counselling | Serving                |
| Financial                     | Shipping / Receiving   |
| Fundraising                   | Software Development   |
| Hair Styling                  | Support Work           |
| Health and Safety             | Teaching               |
| Health Care Aide              | Transportation         |
| Human Resources               | Warehousing            |
| Internet / Social Media       | Web / Database         |
| Laboratory                    | Welding                |
| Logistics                     | Written Communication  |
| Machine Operation             | Youth Support          |

**Turn to page 9 and write down your three favourite skills on line #3.**



## Identify Your Attributes

We often use attributes we think employers want to hear—but is that the real you?

Highlight three attributes that define your natural professional personality.

### ABILITY TO RELATE TO OTHERS

Accepting  
Amiable  
Collaborative  
Cooperative  
Courteous  
Devoted  
Diplomatic  
Fair  
Empathic  
Good listener  
Leader  
Outgoing  
Patient  
People-Oriented  
Pleasant  
Respectful  
Sincere  
Supportive  
Tactful

### ATTITUDE

Ambitious  
Assertive  
Candid  
Cheerful  
Confident  
Conscientious  
Considerate  
Consistent  
Dependable  
Genuine  
Goal-Oriented  
Life Long Learner  
Objective  
Open-Minded  
Persistent  
Positive  
Practical  
Professional

### WORK HABITS

Accurate  
Competent  
Diligent  
Efficient  
Focused  
Methodical  
Meticulous  
Orderly  
Precise  
Proactive  
Productive  
Prompt  
Punctual  
Systematic

### FLEXIBILITY/ RESOURCEFULNESS

Adaptable  
Flexible  
Proactive  
Resilient  
Resourceful  
Self-Reliant  
Self-Starter  
Versatile  
Thorough

### ENTHUSIASM/DRIVE

Competitive  
Courageous  
Determined  
Driven  
Energetic  
Enjoy Challenges  
Enterprising  
Enthusiastic  
Motivated  
Profit-Oriented  
Proven Negotiator  
Risk Taker  
Spirited

### PROBLEM SOLVING

Analytical  
Articulate  
Calm  
Creative  
Decisive  
Imaginative  
Investigative  
Logical  
Perceptive  
Persuasive  
Problem Solver  
Quick Learner  
Rational  
Solution-Oriented  
Speculative  
Trouble Shooter

Turn to page 9 and write down your three favourite attributes on line #4.

## Identify Your Greatest Strength

How do we define our greatest strengths?  
Ask yourself the following questions.

One of the best days I ever had at work was...

If you asked my best friend(s), they would say I am...

The abilities I receive the most compliments for are...

A workplace task that energized me was...

**Turn to page 9 and write down your greatest strength.**



## **Write It Out!**

### **Let's Make a Branding Statement**

As a job seeker, you need to ADVERTISE what you have to offer!

**1: JOB TITLE / FIELD / INDUSTRY**

**2: YEARS OF EXPERIENCE**

**3: THREE FAVOURITE SKILLS**

**4: THREE ATTRIBUTES**

**5: GREATEST STRENGTH / VALUE / MOTIVATION**

## Write Out Your Branding Statement

### THANK YOU FOR ASKING!

I am looking for work in the field of...

My education and training is...

I have                      years of experience...

With skills in...

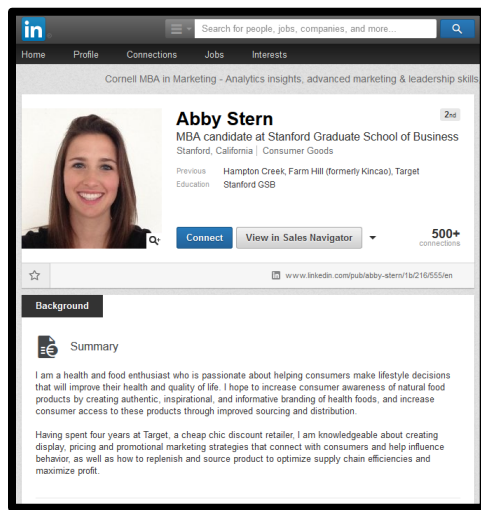
I enjoy this work because I am...

I am motivated to do this because I value...

### Write Your Goals Down

If they're not written down,  
they're just dreams.  
When you write things down,  
it sets off a chain of events that  
*will change your life.*

## Where Else Can I Use My Branding Statement?



✓ Your LinkedIn profile summary



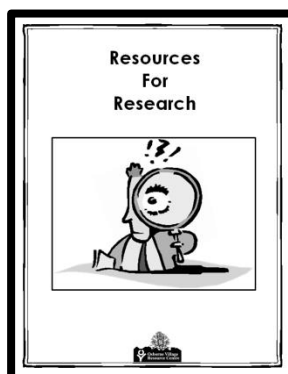
✓ Winnipeg Chamber of Commerce



✓ Job Fairs



✓ Recreation and Leisure



Pick up a copy of OVRC's *Resources for Research* booklet to learn more about the **Manitoba's sector councils, industry associations,** and opportunities for networking.

## **Three Ways I Will Use My Branding Statement**

**1.**

**2.**

**3.**

## **Additional Notes**

