

Why is it necessary to evaluate your Personal Brand?

*'in vain you bathe your own face in your self,
it can be cleansed only in that of others.'*¹

'Everyone has a personal brand whether they realize it or not. The key to success is to take control of your brand and proactively and intentionally craft it into exactly what you want it to be. Your brand is what you stand for, how others perceive you and your strengths and weaknesses.'²

The objective of building a personal brand is to present ourselves to others. In our PBRAND4ALL Erasmus+ project, with the personal brand, we intend to support you to reach the most appropriate and desirable job in the labour market by making your skills and values visible to your employer in an individualised way.

It is not easy to build a Personal Brand, but worth it.

The first step towards this could be to know yourself. Your knowledge, your capabilities, your motivations, and what could make you more valuable in the labour market compared to others. Be aware, that this is not a general approach, but preparation for a certain job.

For building your personal brand you need to take the next four steps:³

LINK FOR THE INFOGRAPHICS

https://www.canva.com/design/DAFFibrqGsw/iDA4diZy9gU_xmxYw6iNew/edit?utm_content=DAFFibrqGsw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

¹ József Attila: Nem én kiáltok (1924) <http://magyar-irodalom.elte.hu/sulinet/igyjo/setup/portrek/jozsefa/nemen.htm>. English version here:

https://www.magyarulbabelben.net/works/hu/J%C3%B3zsef_Attila-1905/Nem_%C3%A9n_ki%C3%A1ltok/en/31082-No_Shriek_of_Mine

² <https://www.forbes.com/sites/blkemorgan/2021/06/17/3-steps-to-build-your-personal-brand/?sh=7736b00e48f1>

³ <https://www.linkedin.com/pulse/personal-branding-cycle-follow-6-key-principles-create-van-vo>

Steps of personal brand assessment



5 steps to build effective personal brands

- Evaluate yourself!**
- Position yourself!**
- Consider, what you can give in the targeted job!**
- Consider, how you present yourself!**
- Never forget, building a personal brand is not just a one-off!**

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1. **Evaluate yourself!** Take inventory of your existing brand assets, like skills, expertise, qualification, experiences, basic values, motivations, the way you see the world and you cooperate with others. Take a piece of paper and create a list! You may insert a second column for those factors which certainly do not characterise you.
2. **Position yourself!** Determine the scope of activities or job you see yourself as being fitted to! Create a list of these as well.
3. **Consider, what you can give in the targeted job!** Present your attributes, your strengths, interest and all those factors suggesting to the employer it is worth choosing you. Be careful, present only those of your attributes you are confident in!
4. **Consider, how you present yourself!** What kind of cover or motivation letter you will prepare, plan its content, and its appearance as well. Will you attach a photo? How do you present yourself with it? Will you prepare a professional website? Will you present yourself on professional portals facilitating the establishment of relationships? Will you set up your social media profile in a way not to make the employers able to follow it?
5. **Never forget, building a personal brand is not just a one-off!** It is necessary to continuously revise, develop it and adjust to the targeted job. The assessment will help you in this as well



1. Evaluate your self-assessment!

When you completed your self-assessment ask your friends, family members, colleagues and persons whose judgments you respect to help you. You may ask them to assess your abilities in the same way as you did without being aware of the results of your presentation. Or you may ask them to express their opinion on your self-assessment. Compare the lists! Prepare a new one based on these opinions!

2. **Check whether you properly positioned yourself!** Look for vacancy notices similar to your target. Make a list of the expectations and check whether you correspond to these or are you realistically able to develop to the level to correspond to them.

3. **Check, whether you can give what is expected from you!** In the above-mentioned steps, you checked the so-called 'hard' conditions like your level of education, qualification, work experience, etc. Now reconsider the 'soft' conditions, like reliability, drive, work capacity, etc. Look at your list! Do you correspond to these? Or are you able to fit with learning and practising? Can you present other similar attributes?

4. If you are sure you can present a sincere and acceptable portrayal of yourself and you meet the expectations of the job and the employer, **deal with the 'packaging'!** Look at the marketing of the leading, successful persons of the sector/job! Analyse-it! Compare it with yours! Change if it is needed! Pay attention to the conformity of your most important characteristic features and attributes and the presentation of them!

5. **Do it again!** If you think you are ready, repeat the process from time to time! Do not forget, that the world is changing and your personality is not constant either. Adapt and develop, and be up-to-date. And always be open to accepting the opinion of other people!

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Who we are

Our partnership represents organisations from six countries:

United Kingdom (CIVIC Computing: <https://www.civicuk.com/>)

Hungary (Budapest Organisation of Konszenzus Foundation: <http://www.konszenzus.org/en/>)

Bulgaria: (E-business Academy: <https://e-businessacademy.eu/>)

Greece (Asserted Knowledge: <https://www.asserted.eu/>)

Slovenia (UPI Žalec: <https://www.upi.si/>)

and Spain (Politeknika Ikastegia Txorierri: <http://www.txorierri.net/>)

We bring diverse expertise within the project and share a common passion to create innovative and useful educational materials in order to empower others.



