

# STRATEGY ASSIGNMENT

The next step in developing your personal marketing plan is to establish a strategy for building your personal brand that will help you achieve the objectives you identified in the first exercise.

**First**, think about what your personal brand is now. What do people think of when they hear your name? Are you happy with the answer to that question? The word cloud exercise should have answered some of this. Remember that not having a brand presence at all can negatively influence your success, too. It prevents you from standing out from your classmates and others who will be applying for the same job or graduate school opening.

**Next**, develop specific brand-building action items for the next year that will help build, strengthen, or revitalize your personal brand. You might include things like running for office in a club or organization on campus or targeting a specific type of internship. You could also include things like going to your professors during their office hours to make yourself more than a face in the crowd, which can be very beneficial when it is time to list references or ask for letters of recommendation. Make sure to give this exercise careful thought being aware of your current brand and planning specific actions to develop that brand will be on of the most important career steps you can take over the next year.

As a side note, you should subject yourself to those who know you very well and compare their evaluation of you to your evaluation of you. Not only are you cultivating your strengths, you are also trying to mitigate your weaknesses.

**Your Task:** Develop three to five specific brand-building action items for the next year. Also include three to five items or characteristics that are harmful to your brand. For each, clearly define the action you plan to take and set a deadline for taking that action. Finally, provide a description of what the expected outcomes will be for each brand-building action.