

BUILD YOUR BRAND

NETWORKING

What does it mean to “Build Your Brand?”

In the world of work building your professional brand means to market yourself so that others see who you are, how you are great, and what makes you stand out from the rest.

What is Networking and how does it help to build your brand?

Networking is forming connections in person or online in ways that that will benefit you and the person you connect with either professionally or socially. Making connections with people can lead to many different opportunities.

HOW TO SELF-BRAND

I. ELEVATOR PITCH EXAMPLE

At any networking opportunity whether in person or online. You need a conversation starter — an elevator pitch is a great way to quickly introduce yourself to spark someone’s interest. Here is an example on how to start and how to keep the conversation going.

1. Introduce Yourself:

I am currently a student attending Skyline College and a proud member of a community poetry club. I am visual communication major, studying graphic design. I am a multimedia creative who is a freelance design artist and photographer passionate about all outlets that inspire creativity. I have strong skills in digital design, am an effective collaborator with a desire to grow and learn.

2. Ask Questions About Them:

Can you tell me a little about yourself?
What brought you this event?
What tips would you give someone entering the workforce?

3. Follow Up:

It was great meeting you. Can I get your contact information and add you on LinkedIn?

CREATE YOUR OWN

Use the following space to write your own Elevator Pitch.

1. NAME

2. WHAT YOU'RE DOING AND/OR HAVE DONE

3. STRENGTHS AND PASSIONS

4. MAKE A CONNECTION

5. WHAT YOU WANT

6. CLOSING STATEMENT

2. LINKEDIN

LinkedIn is where you can create connections, network online and build your professional brand. Use the “Build Your LinkedIn” worksheet to ensure you have a developed profile to promote yourself. Don’t have LinkedIn? Let us help you get a profile started to begin building your network and your professional brand! Email us at landurdreamjob@gmail.com and someone will contact you.

The following chart below has four different ways to build your networking and your professional brand. For each section list at list three things that interest you related to the topic. Then you can easily find these on LinkedIn and even explore more as these will help you begin to self-brand.

Don’t have LinkedIn or not sure how to navigate contact us at landurdreamjob@gmail.com. We can help!

For Example, in the LinkedIn Learning column what skills, softwares, or subjects are you interested in or want to learn more about?

Think about all the ways these features within LinkedIn will support your professional branding and expanding your professional network.

LinkedIn Learning (Skills, Subject or Software)	LinkedIn Group (Ex: Promise Scholars Program)	LinkedIn Jobs (Internships, Career Interests)	LinkedIn Profile (Build Connections & Online Resume)

GET YOURSELF OUT THERE:

I. NETWORKING

Activity: Networking Reminder Chart

Use the networking reminder chart below and list people in your life that you could connect with and expand your network. Think about the connections you list and if you have connected with them on LinkedIn and how these connections support your goal for your professional branding.

Family:	Friends:	Co-Workers:	Volunteer Contacts:
Religious, church, etc.:	Hobbies:	Education Contacts:	Other:

Skyline College has career counselors, job placement coordinators, and faculty who are eager to help you from beginning to end. Contact us at LandUrDreamJob@gmail.com, or call us at (650) 738-4337 to schedule an appointment and receive more one-on-one support.