



WriteLifeDesign

Career Transition Coaching
Discover | Refine | Pursue

YOUR BRAND STATEMENT

A Brand Statement is a tool to concisely convey who you are as a professional to potential employers, colleagues, and other contacts. It helps others understand your unique set of attributes, strengths, and passions that drive you at work and in life. Your Brand Statement also helps define the characteristics that differentiate you from others.

In your job search your Brand Statement helps communicate your value proposition in the marketplace. It can be used in your LinkedIn profile, during interviews, or when you are communicating with your network. In interviewing you will use your Brand Statement to craft an answer to the common opening question, “Tell me about yourself.” “Tell me about yourself” is an invitation to shape the message you want to deliver to a potential employer. It is an opportunity to introduce your skills, personality, and experience in a confident and organized way.

Powerful Brand Statements are:

- | | |
|--------------------------|------------------------|
| ✓ Concise | ✓ Unique and Authentic |
| ✓ Interesting & engaging | ✓ Simple |
| ✓ Persuasive | ✓ Goal-focused |

WHAT MAKES YOU VALUABLE:

Start by ask yourself these questions:

- What is your profession or job function?
- What are your strengths and core competencies?
- Who do you serve?
- What is your impact?
- What drives you to do what you do?

MY BRAND STATEMENT:

Begin by filling the in the template or start from scratch. Then customize and wordsmith your Brand Statement until it reflects your professional personality.

I am a _____ specializing in _____. My core strengths are _____ and _____ and I'm passionate about _____.

TELL ME ABOUT YOURSELF:

An effective way to expand your Brand Statement to answer the “Tell me about yourself” question is to walk the listener through a summary timeline of **Past, Present, and Future**.

*I have over 10 years experience in marketing with B2B and B2C products (**Past**) and am currently providing support for new product launches in the medical device industry (**Present**). My goal for my next role is to leverage my expertise in B2C marketing in the technology sector. (**Future**)*