



Business Virtual Learning

HS/Marketing

Topic: Personal Branding

May 12, 2020



Lesson Topic: Personal Branding

Lesson Objectives:

1. Develop a personal branding

Warm Up: Think about someone you admire. What do you admire about them?

Lesson Instructions:

1. Read the information on the following slides.
2. Watch the video on the next slide.
3. Follow the instructions on the last 2 slides.

Lesson Topic: Personal Branding

Branding is all the qualities (the ones we see and touch, and the ones we just see) about a product, product line, or company. BUT, what about branding you as a person? Have you ever thought about how you want people to see you, to describe you to someone who doesn't know you? First impressions are lasting – it can take up to 10 additional interactions to overcome a bad first impression so you want to try to always make an AWESOME first impression!





Lesson Topic: Personal Branding

You, and **ONLY** you can decide how you want your personal brand to impact others. **YOU** decide how you act, **YOU** decide your actions and reactions to others. Only **YOU** can decide what you want other to think of **YOU** – NO ONE ELSE!!!

Watch the video of Ashton Kutcher that is [here](#) or to the right.





Lesson Topic: Personal Branding

Lesson Activity:

1. Search the Internet for a video or article about personal branding. Find one that you can relate to and use the information from it to do the assignment.
2. Take time to search your mind about how you think others see you. Is this the way you want others to look at you? If not, why not? What will you do about it?



Lesson Topic: Personal Branding

Lesson Activity continued:

3. Write a detailed description of what you want your personal brand to be. Tell me:
 - a. What do you want people to know about you by your actions? So if someone doesn't know you, like a substitute for instance. What would you want them to think of you? That you are a jokester who doesn't take things serious? That you are someone who is smart, focused and will be successful someday? That you are emotional and can be upset easily. Or that you are someone who cares about yourself and others and will go out of your way to kind and help others? If none of these, what then?
 - b. Include the link and a short summary of the video or article you found and tell me what you found interesting in it.
 - c. Your description should be written in report format, 12 pt font, and at least 8 to 15 complete sentences. Feel free to go longer if you need to. Submit these to your teacher.