Brand Yourself Project

Name

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If you could create a brand for yourself what would it look like?

How would others perceive it? Would you be marketable?

Do the following tasks to complete this activity:

Draw your initials, including your middle initial (mine would be SJA) in fat, balloon type letters. (All three or two, roughly the size of one piece of construction paper) You will be filling the inside of each letter with pictures, colors, words, and symbols, etc. that describe your brand. DO NOT CUT APART NOW!!!

FILL YOUR INITIALS WITH THE FOLLOWING:

**FIRST LETTER should include illustrations about *how you view yourself*. What are your values, attitudes, beliefs, hobbies, etc? What level of quality are you?**

**SECOND LETTER should include illustrations of *how you want your peers to view you.* Why would someone want to spend time with you? What qualities do you possess? How are you going to position yourself in the minds of your peers?**

**THIRD LETTER should include illustrations representing *how you would want a future employer to perceive you.* What makes you better than your competition (others applying for the same job)? What skills do you possess? What are you good at doing?**

**Note: Fill in your letters completely, like a collage. Leave no “white” space in your letters. When you are finished, cut the letters out so that all three can be mounted on a piece of poster board or a larger piece of paper.**