

# 5 STEPS

## TO BUILD YOUR PERSONAL BRAND



1

### Identify your attributes

Uncover your core brand attributes by listing five positive qualities that describe you.

2

### Define your goals

What does success look like to you? Define your goals by thinking broadly about what you want out of your career.

3

### Curate an audience

Attract the right people to your personal brand by researching your target audience.



4

### Tell your story

Craft a mission statement that communicates the value you bring to your target audience.

5

### Promote yourself

Once you've defined your personal brand and target audience, promote yourself online or at networking events and industry conferences.



### Need more help?

Check out our step-by-step guide to build your personal brand, as well as other career planning resources, at [phoenix.edu/blog/career-support/tools-resources.html](https://phoenix.edu/blog/career-support/tools-resources.html)



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