

PERSONAL BRANDING TOOLKIT

Establishing your own personal brand is important in job searching and can really make or break your efforts to self-market.

Below is a list of 6 things you should consider for your own personal branding toolkit.



- ✓ Business Card
- ✓ Resume/Cover Letter/References
- ✓ Portfolio (Physical/Electronic)
- ✓ Social Media: LinkedIn/Facebook/Twitter
- ✓ Personal Style/Wardrobe
- ✓ Email Address/Email Signature



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