

## **Branding and Marketing Yourself**

The Product that we are going to be marketing is ourselves. We are going to create promotional items that are constructed around the image that we want to portray to others.

It is said that by the time you are 38 years old you will have had between 10 and 14 different jobs so it will be ultimately important to learn how to market and sell yourself to prospective employers and bosses and coworkers.

The image that you portray to others when they meet you can be carried over into your career. Remember, you never know who could be a future potential employer.

You must also be able to create your own personal network so it will make it easier to move between those different jobs and make yourself visible enough so you are selected for those promotions, and new venture jobs. The network of people you create over your lifetime could mean the difference between gainful, enjoyable employment and getting just a job to get you by for the time being.

This project will include developing items that you can use to market yourself.

You are responsible for keeping these items school appropriate and something that you would want a future employer or boss to see if they obtained access to it. Remember we are trying to put our best foot forward.

All items in the project should be similar in color and design so that they coordinate and they can be identified as the items that go together easily.

You will be responsible for creating:

1. A logo for yourself
2. A slogan or saying that describes you
3. A business card that gives your contact information on it. This must also include your logo and slogan somewhere on the card
4. Small Promotional Item such as a pen, pencil, business card holder, key chain. This should have your logo, name, slogan, and at least a telephone number on it.
5. A letterhead to use for formal letters that you will send either through the US Postal service or as an attachment to an e-mail. Remember to include that logo and slogan. Your name, address, telephone number, and e-mail address.
6. A portfolio cover. This is something that you would use on the first page of a portfolio that represents you. Remember this cover needs to be professional so, be careful what you include on this cover. You must at the least include your name, logo and slogan.
7. A brochure/pamphlet that highlights things that you are proud of, your accomplishments, classes you might have taken that you particularly enjoyed, your interests, your goals, etc..... Make sure you include contact information, logo and slogan. You may also want to leave room for a mini resume to be included in the brochure. Tri- folded or double folded.
8. When you present this to the class you are going to want to have electronic files to show the class possibly in a PowerPoint format that you have copy and pasted your documents into.
9. Presentation: How you are dressed makes a difference in how you are perceived by potential employers therefore when you present this project to the class you need to be dressed

professionally. (No jeans, t-shirts, athletic shoes, sweats etc...) You will present the project on the day that you are scheduled to present or you will lose the points for the presentation. Being on time and meeting your deadline are also abilities that will be scrutinized by potential employers. They won't hire you or interview you if you miss the scheduled appointment. You will present all portions of your branding campaign.

**In Class Days for Project:**

March 23 Friday: Introduction of the Project

March 29 Thursday: Work on Slogan and Logo

March 30 Friday: Decide on Business Card Design and Promotional Item

April 3 Tuesday: Design Letterhead, Portfolio Cover

April 4 Wednesday: Complete Letterhead

April 5 Thursday: Complete Portfolio Cover

April 20 Friday: Design Brochure

April 23 Monday: Get Presentation Together

April 24 Tuesday: Finalize Project and hand in

April 26, 27 and 30<sup>th</sup>: Presentations

Promotional Items	Pts Possible	Comments
Logo	20	
Slogan	20	
<b>Business Card</b> ❖ Contact Information ❖ Slogan ❖ Logo	20	
<b>Promotional Item</b> ❖ Logo ❖ Name ❖ Slogan ❖ Telephone Number	20	
<b>Letterhead</b> ❖ Logo ❖ Slogan ❖ Name ❖ Address ❖ Telephone Number ❖ E-mail Address	20	
<b>Portfolio Cover</b> ❖ Logo ❖ Slogan ❖ Name	20	
<b>Brochure</b> ❖ Tri Folded ❖ Logo ❖ Slogan ❖ Name ❖ Contact Information ❖ Accomplishments ❖ Goals	20	
<b>Electronic Presentation</b>	20	
<b>Presentation</b> ❖ Professional Dress	20	
❖ On Time	20	
❖ All Items Presented		
Logo	5	
Slogan	5	
Business Card	5	
Promotional Item	5	
Portfolio Cover	5	
Letterhead	5	
Brochure	5	
<b>On Time Points</b>	<b>40</b>	