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PERSONAL BRANDING

Personal brands are all about who we are and what we want to be known for. Personal branding is basically the way we market ourselves to the world. It is what other people think of us. In some ways it is outside our control, but we obviously have some influence on it. Typing an email, having a conversation with a friend or family member are the cases of branding a person. How we dress, what we eat, and how we talk all contribute to our brand.

Sure, everyone knows such famous brands as Coke, Pepsi, McDonald's. Buzzwords are being used in career and job search conversations these days. Whether you're on the job hunt, a student, or gainfully employed, you must think, act, and plan like a business leader. With the surge of social media, you have not only the ability, but you now have the need to manage your own reputation, both online and in real life.

Personal branding is the art of attracting and keeping more opportunities by actively shaping public perception. We can control the way we are perceived by the people. A lot of celebrities realize that talent alone would not take them to the top of their fields. So, they create and promote unique personal brands. By branding themselves, perceptions are created about who they are and what they can do.

Following are the three critical steps of building a brand that should be kept in mind when developing the unique persona that will be the foundation of the personal brand: consistency, persistence, patience.

Once you determine what your brand image, message and promise should be, you must consistently present yourself in the same way through every interaction, communication, and so on. Inconsistency leads to confusion. When you're trying to build a career, consistency is essential. You need to relentlessly communicate your personal brand message, so it becomes the cornerstone of your online persona.

You need to understand that building a brand takes time. It's a long term strategy that can help you establish yourself in the image and niche you wish to carve out for yourself throughout your career. Personal branding has a lot to teach us about personal growth. It's a rich place to explore.