

## UNIT 1 : INTRODUCTION

### SCRIPT

➤ **SLIDE 1**

➤ **SLIDE 2**

Hello,

Welcome to the personal branding course, in the EPBE project.

This course introduces the personal branding concept and helps people learn how to successfully promote the most important brand of all: themselves.

Personal branding is the process of developing a “brand” that is created around your personal name or your career. The main goal of personal branding is to build a reputation and grow successfully by networking in an engaging way.

As you can see, our personal branding course has 5 units, related here.

➤ **SLIDE 3**

**Unit 1 is the introduction to personal branding.**

This unit gives you the main general ideas about personal branding.

The main goal in this unit is to define personal branding and understand its main concepts.

➤ **SLIDE 4**

First of all, if you have arrived at this point, you are asking yourself: What is personal branding?

Personal Branding is the practice of people marketing themselves and their careers as brands.

Like Daniel Schawbel said: **`Developing a personal brand is discovering certainties and particularities of oneself and transmitting them to others`.**

*That means:* Everyone has a personal brand, something that differentiates us from others and only our closest relatives or professional environment know about.

Some years ago it was really difficult to show your work and interests to others. But today, Blogs, Youtube, Twitter, Facebook or LinkedIn are free services accessible to anyone. We have to consider that only 15 years ago these services didn't exist.

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We want to teach you how to use these tools to build your own personal brand on the network.

➤ **SLIDE 5**

The next question is: **Why do you need personal branding?**

To understand personal branding, we should know that nowadays we are all entrepreneurs, whether we create a company or not.

Labour circumstances have changed, there are no more long-term careers. Nowadays most professional projects are short-term.

Consequently, we need an entrepreneurial mind, that thinks as if we were at the head of a new company: our career.

In this new business we must make decisions with little to no information, with little room for limited time and resources. We must take risks to compete against others and in a changing market.

Therefore, we should consider the critical issues of our career as if we were entrepreneurs. We must all build a network of alliances to provide information and resources

We can and must use knowledge about business and marketing to better organize our career.

➤ **SLIDE 6**

Our next question is: **Who needs personal branding?**

The course is intended for all those who have a personal brand: that is, for everyone, you too.

We all have a personal brand that is generated by our actions and, above all, with first impressions.

You have to keep in mind that you communicate even when you don't want to communicate anything.

You can freely choose not being interested on the Internet or contribute content within a social network or a blog. But nobody can be sure that others are not doing it for you and the content they are providing is the one that suits you or your interests, both professional and personal.

Personal Branding is a real opportunity for any individual, to achieve notoriety unthinkable only 10 years ago.

➤ **SLIDE 7**

To finish our personal branding introduction we are going to introduce you **the three main tips about personal branding.**

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The three laws are:

1. **Authenticity**
2. **Transparency**
3. **Visibility**

➤ **SLIDE 8**

Authenticity means that we don't want to be, or pretend to be, what we are not.

**Authenticity means that you really show who you are and what you can do.**

We must avoid making the mistake of creating a false image of ourselves.

Try to make your content original. And, If you use someone else's content, don't worry, just say it; the network is a space to share and interact.

Bear in mind that there is nothing that affects your credibility more than the fact that your audience knows that you tricked them.

➤ **SLIDE 9**

We understand Transparency from two points of view:

**1. Transparency in what we are and do.** That means: Don't hide your professional world, the public wants to verify what you're telling them.

**2. Transparency understood as acknowledging mistakes.**

We all make mistakes sometimes, and it is better to apologize.

➤ **SLIDE 10**

**Visibility.** Take advantage of the network. It is a showcase to address yourself to your audience and for them to communicate with you.

You need people to position you in a category of your interest: we should give them things related with this specific category. Otherwise, you can easily disengage your audience.

➤ **SLIDE 11**

Finally, in unit 1, **along with this video you will find two documents.** The first one is the practical tips file, in this document you have some questions to start being aware of your own personal brand. For example, write your name on google, take a look at your social networks or think how you can be different from others in your profession career... among other things.

The second one, is the practical info document where you will find extensive information to get a better picture about personal branding.

Thank you for your attention.

See you in unit 2.