

Describing Yourself Part II

Using the Transferrable Skills tool in Step 1, you listed words that describe you. You also created Skill Statements using those words as themes.

Next, develop your brand.

1. Based on your chosen words for Soft Skills, pick the 4 or 5 you are best known for.
2. These four words become your brand.
 - a. Example: I am logical, practical, analytical, and accurate
 - b. Example: Others describe me as kind, a team player, enthusiastic, and hard working

Your brand may be used when you introduce yourself, as part of your interview, and on your social media sites such as Linked-In.

Your brand is important when you develop a personal business card. Others will remember you for your brand.

Introducing Yourself

Develop an introduction using your brand as your theme. When you complete your introduction, will others connect your story with your brand? That is your goal.

Your introduction has three parts: past, present, and future. Remember those three words and you will never be at a loss for words – and you will not ramble during the 60 seconds you have to deliver your introduction. Here is an example:

“Hi, my name is Alice Aberry and I grew up in Bettles, Alaska where I performed tasks for elders and gained my start in customer service. I became interested in patient care, and eventually studied to become a Community Health Aide. Later, I moved to Anchorage and worked as a tour guide for several companies while going to college. More recently, I have been updating my computer skills, taking classes on the newer Microsoft Office programs – Word, Excel, PowerPoint, and Outlook. I would prefer to work in a job where I can use my skills and my interest in customer service to help both staff and customers.”

If you are introducing yourself in an interview, you can add a final sentence:

“That is what interested me in learning more about your company and how I might be of help”.

Introductions should be

1. Short – one minute when said
2. Based on a theme – your brand should be apparent and uniquely yours
3. Connect you with the employers and their company interests

Your Card

If you have attended the Jumpstart classes, you may have developed your personal business card. Present your card when you introduce yourself. Your card will remind others of your theme and help them get in touch with you when they have opportunities.