



## ***Building Your Personal Brand: Being and Selling Your Best You***

### **References & Resources for Participants of the MITX Digital Combine**

*Remember to breathe.....*

#### ***Your Personal Brand - How You Present Yourself to the World***

- ✦ Know who are you and what's most important to you
- ✦ What is your genius? What comes naturally and effortlessly to you?
- ✦ How do you convey what you can do and how you do it?

#### ***Eight Keys to Building and Selling Your Personal Brand***

- ✦ Make a Great First Impression
- ✦ Be the Solution
- ✦ Know Who You are and Tell Your Story
- ✦ Always Come Through - Apply Your Brand Consistently
- ✦ Warm vs. Cool - Show Your Passion!
- ✦ Be Prepared
- ✦ Be Pleasant
- ✦ Be Your Best You and No one Else

#### ***Building Your Personal Brand: Recommended Reading List***

- ✦ *Is Your Genius at Work? 4 key questions to ask before your next career move*, Dick Richards
- ✦ *Perfectly Yourself - 9 Lessons for Enduring Happiness*, Matthew Kelly
- ✦ *What Color is Your Parachute?*, Richard Nelson Bolles
- ✦ *Now, Discover Your Strengths*, Marcus Buckingham and Donald Clifton
- ✦ *The 7 Habits of Highly Effective People: Powerful lessons in personal change*, Stephen R. Covey
- ✦ *I Could do Anything if Only I Knew What it Was: How to discover what you really want and how to get it.*, Barbara Sher with Barbara Smith
- ✦ *Finding Your Own North Star: Claiming the life you were meant to live*, Martha Beck
- ✦ *The Art of Possibility: Transforming Professional and Personal Life*, Rosamund Stone Zander and Benjamin Zander
- ✦ *The Power of Full Engagement*, Jim Loehr and Tony Schwartz
- ✦ *The Art of Happiness at Work*, the Dalai Lama and Howard C Cutler
- ✦ *Take This Job and Love It, How to change your work without changing your job*, Dennis Jaffe and Cynthia Scott

#### ***Need Help Developing and Selling Your Personal Brand?***

*Check out our coaching services and Job Seekers' Solutions workshops on*

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