



## Personal Brand-Set Yourself Apart

### **BASIC TIPS:**

- Personal brand is who you are, and it's a way of being able to differentiate yourself from everyone else. What are the qualities that you possess that make you stand out? Think about this ahead of time so you are better prepared for interviews.
- A personal brand is critical when applying for internships and co-ops. It is important to "brand" yourself as someone who is open to learning. Think ahead of time about the qualities that you possess so you are better prepared for interviews.
- What sets certain companies apart so they become "household names?" It's usually how they are branded. As a candidate, you want to do the same thing to make yourself appealing to the companies that you are applying to.
- Understanding what you are passionate about, what your values are, and how you can apply those to formulate a career plan, will help you when looking for and interviewing for internships or co-ops.