

10 QUESTIONS TO BUILD YOUR PERSONAL BRAND



Ask yourself the following questions to help you excavate your value and build your personal brand to successfully market yourself as a strong candidate for employers.

PRO-TIP

Use your answers to build your resume and LinkedIn profile, and to prepare for interviews and networking!

01

Why Should Your Next Employer Hire You?

Dive deep with this one! Yes, you have great experience and education and skills, but what makes you unique?

02

Which 3 Aspects of Your Experience Set You Apart From Other Candidates?

How is your background different from everyone else who will be applying for the same jobs as you?

03

In What Kind of Workplace Culture Do You Thrive?

What kind of environment brings out the best in you?

04

My Greatest Asset is My Talent For...

It isn't enough to say your greatest talent is your creativity, think deeper and get specific with your examples.

05

What Is One Thing You Really Like About Yourself? Why?

Is it your sense of humour, maybe it's your knack for organization.

06

What is Your Why?

This question can help you identify why you are going after your dreams. Why are you chasing certain goals or aspirations?

07

What Are Your Values?

What is important to you and what do you stand for?

08

What is Unique About Your Career Trajectory?

Celebrate the advantages your unique experience brings to the table. Whether it was your part-time job at Tim Hortons or the years you spent playing competitive sports.

09

A Favourite Quote That Defines Me Is...

What is a quote that defines you and your work philosophy?

10

What Energizes or Ignites You? What Are Your True Passions?

Get to the root of what makes you tick!