

GRADUATE TO A GREAT CAREER

How Smart Students, New Graduates and Young Professionals Can Launch Brand You

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CATHERINE KAPUTA is a brand strategist and keynote speaker. She is the founder of SelfBrand LLC, a brand consultancy firm. She worked with marketing gurus Al Ries and Jack Trout before leading the award-winning "I ♥ NY" campaign while working at Wells, Rich, Greene. She also worked for ten years as senior vice president of advertising and community affairs at Citi Smith Barney where she was in charge of global branding for corporate, wealth management and investment banking. Catherine Kaputa also teaches a course on branding at New York University's School of Business. She is the author of four books including *Breakthrough Branding* and *You Are a Brand*. She is a graduate of City University of New York City College, Northwestern University, the University of Washington and Harvard University.

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MAIN IDEA

Graduating from university or technical school with credentials is a great first step but job hunting in the twenty-first century is a serious challenge. To get a good job today, you need qualifications but you also have to learn how to market yourself. A good way to do this is by creating and then marketing your own personal brand – Brand You.



The best way to get your dream job is to take the tactics, principles and tools which great companies use to build their brands and apply them to building your own personal brand. If you do this, you can establish yourself as offering potential employers some special and unique. A strong personal brand will differentiate you and thereby make it easier for an employer to hire you.

Looking for a job can be incredibly frustrating but at the same time it can also be highly liberating. If you use the experience wisely, this can be your opportunity to build a platform which will launch you to greater personal success in the future. Anything is possible with the right tools and the right mindset.

"Bottom line: You are your most important asset. You are the only asset that no one can take away. And your ability to maximize that asset in the eyes of others will play a major role in your success. The magic is in you. But you must take charge and use your passion and drive to discover your career destiny. Become emotionally and intellectually engaged in launching your career and your life journey. Start to create your own luck and opportunities."

– Catherine Kaputa

BRAND YOU

How to build and use your own personal brand

- 1 Get your foundation set
- 2 Start to clarify your career destiny
- 3 Learn how to pitch yourself
- 4 Go on a 70/30 job hunt
- 5 Build memorable marketing assets

- 6 Ace the interview
- 7 Figure out how to be in demand
- 8 Tend to your online identity
- 9 Keep growing your network
- 10 Know how to close the deal

1. Get your foundation set Page 2
 To get a job today, you not only have to be able to do the work. You also need to stand out.

2. Start to clarify your career destiny Pages 2 - 3
 Figure out where you want your career to take you and the path will take care of itself.

3. Learn how to pitch yourself Pages 3 - 4
 To get hired, you'll need to show you are the solution to their problems. Sell your USP.

4. Go on a 70/30 job hunt Page 4
 70 percent of your time networking and branding, 30 percent on online applications.

5. Build memorable marketing assets Page 5
 Have a resume and other materials which are a great promo for Brand You.

6. Ace the interview Page 6
 Do something creative which makes you stand out when they speak to you in person.

7. Figure out how to be in demand Page 6
 Build your Career Identity which is Visual Identity + Verbal Identity + Performance Skills.

8. Tend to your online identity Page 7
 When people search online, make sure they find material which aligns with your brand.

9. Keep growing your network Page 7
 Never stop building your network so you network your way into better jobs in the future.

10. Know how to close the deal Page 8
 Whenever you interview, make sure you ask for the job. Make a strong last impression.

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