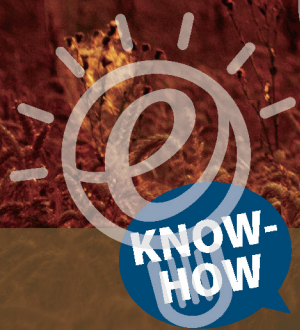


Unit

# 1

# Building a Personal Brand



for Personal Branding ● 2

- Have an awareness of who you are and what you can offer.
- Develop interest by joining in professional groups and online conversations.
- Show your desire through passion and dedication for your profession.
- Create a vision for your future and implement that vision.

## Warm Up

- A** Look at the following tools for building a personal brand and rank them from one to nine. Then, discuss with a partner why you gave this ranking.



logos



blogging



Facebook



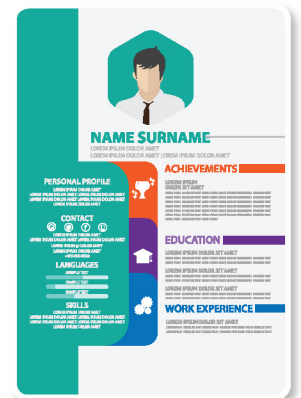
business card



LinkedIn



Twitter



graphic résumé



workshops



networking

- B** Can you think of any other ways to build a personal brand? Discuss with a partner and share your ideas with the class.

## Word Power 3



specialist (n.)



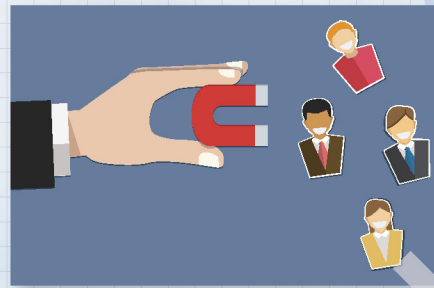
firm (n.)



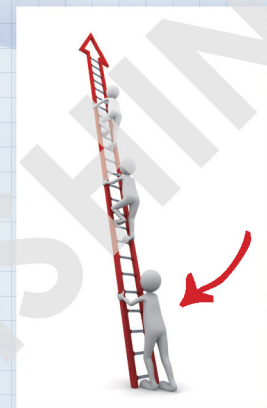
lack (v.)



criticism (n.)



attractive (adj.)



entry-level (adj.)



portfolio (n.)



platform (n.)



cover letter (n.)



profile (n.)

### A Match the words to their correct definitions.

- |               |   |  |
|---------------|---|--|
| 1. portfolio  | • | • A commercial company                             |
| 2. platform   | • | • An act of passing judgment                       |
| 3. firm       | • | • A collection of someone's works                  |
| 4. lack       | • | • Someone devoted to a specific occupation         |
| 5. profile    | • | • To be without or in need of something            |
| 6. criticism  | • | • Having the ability to draw interest or attention |
| 7. specialist | • | • A biographical sketch of someone                 |
| 8. attractive | • |  |

**B** Fill in the blanks with the correct words. Make changes if necessary.

specialist	firm	lack	criticism	attractive
entry-level	portfolio	platform	profile	cover letter

1. Jeff started as a(n) \_\_\_\_\_ employee, but worked his way up quickly.
2. Ms. Andrews is impressed with Selina's photography \_\_\_\_\_.
3. Our company recently hired an accounting \_\_\_\_\_ for professional advice.
4. LinkedIn is a great \_\_\_\_\_ for connecting with professionals.
5. I wish to hire you, but you \_\_\_\_\_ some of the job requirements.
6. I have some legal questions to ask. Do you know of any law \_\_\_\_\_?
7. His experience made him very \_\_\_\_\_ to that company.
8. Part of working in customer service is taking customers' \_\_\_\_\_.
9. A detailed and well-thought-out \_\_\_\_\_ can help you secure a job.
10. You should always include a(n) \_\_\_\_\_ in your job application.

## Conversation

**A** Listen to the conversation between John and Cathy and answer the questions. 4

1. What is John's main problem?  
\_\_\_\_\_
2. What kind of position and industry does John want to work in?  
\_\_\_\_\_
3. What kinds of brand-building tools did Cathy talk about?  
\_\_\_\_\_
4. Why does Cathy suggest creating a professional profile?  
\_\_\_\_\_
5. What can be inferred about taking brand-building steps?  
\_\_\_\_\_



### Cultural Talk

## KEEP IT CONVERSATIONAL 5

When you are developing a personal brand, it's important to understand the differences in values across the world and that they will affect how you are perceived. You should also recognize the norms of your target employer and make sure your attributes are in line with their expectations. For example, in the US, it is accepted to boast about your abilities. However, this behavior might be frowned upon in cultures that value being humble.

**B Listen to the conversation again and complete the dialogue. Then, practice with a partner.** 6



**John** Hey, Cathy. I need a \_\_\_\_\_ advice. I'm having problems getting noticed by advertising companies. I have the education and experience, but still seem to \_\_\_\_\_ something.

**Cathy** Do you have your résumé and \_\_\_\_\_ with you?

**John** Yes. Here they are.

**Cathy** They look OK, but I have one \_\_\_\_\_: They don't tell me much about you.

**John** Isn't it obvious from what I've written? It's very detailed; I've even added some graphic elements to make it more \_\_\_\_\_.

**Cathy** You need more than that to stand out. You have to develop a personal brand to let employers know who you are and what you can do.

**John** Even if I'm only looking for an \_\_\_\_\_ position?

**Cathy** That's right. One way to do that is to keep a \_\_\_\_\_ of your work on a blog. It should show your skills as well as be a \_\_\_\_\_ for employers to get to know you. Another method is using social networks.

**John** That's easy. I already use them to keep in touch with friends.

**Cathy** You should create a professional social media \_\_\_\_\_ to keep your personal life private. You can't control what a potential employer might see.

**John** Got it, thanks!



**SURVIVAL ENGLISH** 7

- ❖ *Go without saying* is used to say something is obvious and needs no explanation.
- ❖ *In the long run* means over or after a long period of time.
- ❖ *Go-to person* refers to someone that can be relied on in a certain field.



**Listening**

**Listen to the talk about personal branding and complete the sentences.** 8

1. Your personal brand determines how others \_\_\_\_\_ you.
2. A personal brand should be \_\_\_\_\_ and interesting.
3. To create a personal brand, you have to be aware of your \_\_\_\_\_.
4. The brand should be a(n) \_\_\_\_\_ reflection of yourself.
5. The ultimate goal is to become the go-to person in your field of \_\_\_\_\_.

# Language in Action

We use **adverbs** to modify an adjective, verb, or another adverb.

❶ To express **how something happens**:

*E.g. Jane quickly completed her assignment so she could enjoy her weekend.*

❷ To express **frequency**:

*E.g. I always drink coffee in the morning to start my day.*

❸ To express **degree**:

*E.g. I've nearly finished this 1,000-piece jigsaw puzzle.*

❹ To express **time**:

*E.g. Ben soon left the party because it was boring.*

❺ To express **place**:

*E.g. You shouldn't go outside today as there's a typhoon.*



## A Circle the correct answer to each sentence.

1. Greg (always / certainly) takes the subway to work.
2. That book is (so / most) interesting! I can't put it down!
3. I think I need to do some research and negotiations to get a (good / goodly) price.
4. We'll have to wait (until / by) morning for the thunderstorm to clear up.
5. Helen needs to focus to (fast / quickly) complete her work.

## B Underline the adverbs and determine what they are used to express.

1. Serena walked slowly down the street. \_\_\_\_\_
2. I looked everywhere for my keys but couldn't find them. \_\_\_\_\_
3. Kyle often leaves the window open. \_\_\_\_\_
4. Let's have a picnic at sunset tomorrow. \_\_\_\_\_
5. Rock is my least favorite type of music. \_\_\_\_\_

## C Change the adjectives into adverbs and write sentences with the given verbs.

1. (run; quick) → \_\_\_\_\_
2. (yawn; sleep) → \_\_\_\_\_
3. (write; neat) → \_\_\_\_\_
4. (snore; loud) → \_\_\_\_\_
5. (jump; high) → \_\_\_\_\_

# BRANDED!

Searching for a job in today's **competitive** world might leave you feeling **overwhelmed** or fearing that you will never find the right employer. However, if you can think clearly about who you are and what you can offer, you'll be able to **project** an image that will both **reflect** who you are and **resonate** with potential employers. **Essentially**, the process of finding a job is very similar to that of building a corporate brand, except that the product here is you.



A brand is something that serves to **convey** a story behind a particular product or service. To create these stories, companies often start with a **defining** mission statement, and this is also a good place to start when you're building your own personal brand. A mission statement should describe who you are, what your industry is, and where you see yourself in the future. Once that has been established, you can add other elements such as your education, **experience**, and skills. By putting these things in your résumé and on your website, you'll give employers the details they need to get to know you.

Once you have a good sense of who you are, the next thing to do is to spread the word. In marketing terms, this stage is called creating **awareness**, and it's actually quite easy to do. Start following companies and industry leaders you **admire** on social media. Also, use these platforms to share articles, posts, and other content that you feel is **relevant** to your brand. Keep your messaging consistent, and employers will be interested in finding out who you are and what you can offer.

## A Read the following statements about the passage and circle True (T) or False (F).

- |  |   |   |
|--|---|---|
| 1. Building a successful brand takes time and effort.                  | T | F |
| 2. Following a top CEO on Twitter may help create a mission statement. | T | F |
| 3. Following a personal hero on Twitter helps build your brand.        | T | F |
| 4. All brand-building efforts need to be consistent.                   | T | F |
| 5. You shouldn't share too much brand-building ideas online.           | T | F |

## B Read the passage again and answer the questions.

1. What is the main idea of the passage?

---

2. What is the definition of a brand?

---

3. What should a mission statement do?

---

4. What does it mean to create awareness?

---

5. What is likely to happen if you follow the brand-building steps?

---

**C Work with a partner. Take turns asking each other the following questions.**

1. What kind of professional are you? What can you offer to a company?
2. What are your personal values and passions?
3. What can you do to build your personal brand?



**Useful Expressions** 10

**Asking about a personal brand...**

What do you do better than anyone else?

What do people compliment you on?

What makes you unique when it comes to getting results?

**Distinguishing yourself...**

I am often described as efficient, diligent, and reliable.

My principle when it comes to working for a company is to always be loyal.

My supervisor and colleagues usually rely on me to deal with customer complaints.

**Asking others about yourself...**

How would you describe my working skills?

What do you think I have offered to the company?

In which aspects do you think I will be helpful?

## Writing

**A Answer the questions below to create a perfect résumé for yourself.**

1. Who are you? (personal details)

---

---

2. What is your educational background? Why have you chosen this major?

---

---



3. What kind of company do you want to work for? Why?

---

---

4. Who do you want to be? Where do you see yourself in ten years?

---

---

**B** Use the above information to complete your résumé



### PERSONAL PROFILE

\_\_\_\_\_ (Name)

\_\_\_\_\_ // \_\_\_\_\_ (E-mail)  
(Contact number)

\_\_\_\_\_  
(Address)



### EDUCATION & BACKGROUND

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---

---



### MY CAREER PATH

---

---

---

---



### FOR THE FUTURE

---

---

---

---



## Perfect for the Job

11 01



**A** Before you watch, fill in the blanks with the words from the box. Make changes if necessary.

behalf      exception      judge      portfolio      startup

1. The design company works with a lot of small \_\_\_\_\_.
2. The interviewer liked my educational background and my \_\_\_\_\_.
3. On \_\_\_\_\_ of the company, I would like to offer you a position.
4. He has been my client for a long time, so I make \_\_\_\_\_ for him.
5. \_\_\_\_\_ from your smile, I would guess you got the job.

**B** While you watch, complete the following sentences about the video.

1. John has interviewed for a position in the \_\_\_\_\_.
2. The design company is considering a candidate with \_\_\_\_\_.
3. Lindsay's client probably \_\_\_\_\_ her for meeting in the morning.
4. Emma called to offer John the position of \_\_\_\_\_.
5. John will report to his new job on \_\_\_\_\_.

**C** After you watch, work with a partner and talk about three qualities the people who want to work in the following positions should possess.

1. CEO
2. General Manager
3. IT Specialist
4. Head of HR
5. Customer Service Representative
6. Accountant

**TOP TIP!**

12 Many job seekers dislike the question "What are your weaknesses?" If you are asked this question, one thing you can do is to think of your weakness as a strength you have taken to the extreme. For example, if you are organized and manage time well, you can answer the question by saying "I am sometimes obsessed with being organized and might at times be inflexible with schedules." This way, you answer the question and show that you have good qualities at the same time.

# Review 1

## A Choose the correct answers.

1. Sarah compiled a \_\_\_\_\_ of her work which she presented at her interview.  
a. specialist                      b. portfolio                      c. duration
2. That employee is sensitive to \_\_\_\_\_ and challenges to his ability.  
a. criticism                      b. essential                      c. capacity
3. Blogging, networking, and workshops are some of the things that will improve your \_\_\_\_\_  
a. web traffic                      b. business card                      c. personal brand
4. Your employer will \_\_\_\_\_ the effort you put into your work.  
a. process                      b. convey                      c. admire
5. At the interview, Tom realized his teaching \_\_\_\_\_ were lacking.  
a. qualifications                      b. networks                      c. attire
6. \_\_\_\_\_ prevention is at the heart of a harmonious work environment.  
a. Itinerary                      b. Request                      c. Conflict
7. Traveling light is a(n) \_\_\_\_\_ principle for any business traveler.  
a. irrelevant                      b. essential                      c. unhelpful
8. The customer's \_\_\_\_\_ gave Heather an idea for a new product.  
a. balance                      b. complaint                      c. reservation
9. It took us a long time to get to \_\_\_\_\_ at the airport because we had to wait an hour for our luggage.  
a. customs                      b. immigration                      c. check-in
10. A(n) \_\_\_\_\_ has arrived with a package for Mr. Chen.  
a. reception                      b. product                      c. courier

**B Fill in the blanks.**

24 A company's \_\_\_\_ (11) \_\_\_\_ is an essential feature for its lasting success. However, companies and organizations aren't alone when it comes to the need for branding. \_\_\_\_ (12) \_\_\_\_ branding, the act of creating a(n) \_\_\_\_ (13) \_\_\_\_ brand around yourself, is equally important. Personal branding requires you to find a signature image, a distinctive voice, and an identifiable standard that people can grow to identify and appreciate. Personal branding is becoming more important these days because modern \_\_\_\_ (14) \_\_\_\_ trust individuals more than corporations. Consumers see advertising continually, and tend to believe organizations are only interested in sales and profits. Personal branding allows you to build a reputation and an identity while preserving a personal level of trust and interaction, usually through \_\_\_\_ (15) \_\_\_\_ and networking.

- |                   |                  |                 |
|-------------------|------------------|-----------------|
| 11. a. logo       | b. brand         | c. blog         |
| 12. a. Private    | b. Personality   | c. Personal     |
| 13. a. unique     | b. common        | c. bland        |
| 14. a. bloggers   | b. customers     | c. employers    |
| 15. a. portfolios | b. cover letters | c. social media |

25 Business trips can be a pain, but if you can master the art of \_\_\_\_ (16) \_\_\_\_, life on the go can be so much easier. From the best way to pack to how to avoid jet lag, anything that can make life a little easier will help reduce stress and anxiety while on a business trip. Having the right kind of \_\_\_\_ (17) \_\_\_\_ is a starter. Have one that always works, and make sure that it's small enough to use as a(n) \_\_\_\_ (18) \_\_\_\_ so that you never have to check it in at the airport. It makes you efficient about what you \_\_\_\_ (19) \_\_\_\_. Furthermore, take only versatile pieces of \_\_\_\_ (20) \_\_\_\_. You may be tempted to pack your most glamorous outfits from your closet, but if you're looking to pack lighter, simple is better. And dark colors always go with everything.

- |                |             |             |
|----------------|-------------|-------------|
| 16. a. trip    | b. travel   | c. journey  |
| 17. a. courier | b. package  | c. luggage  |
| 18. a. take on | b. take out | c. carry-on |
| 19. a. pack    | b. prepare  | c. consider |
| 20. a. clothes | b. cloths   | c. clothing |