



MY BRAND

After watching the *JA It's My Future* Session 1 volunteer video, reflect on the lesson and review the concepts and vocabulary. Complete the following activity. You may also be assigned the writing assignment or choose to practice your writing skills on your own.

Think About It:

- You are unique. There's no one just like you. What makes you different from other people?
- What are some qualities and skills that you have now that would make you a good employee?
- What qualities and skills do companies look for when hiring?

Try It:

You can create your own personal brand.

- Design a logo, a tagline, an ad, or even a jingle or video to identify your personal brand.
- Create a strong central image, symbol, or phrase that reflects who you are.
- Develop your brand on paper, or use presentation software, audio, video, or a combination.
- Be sure you represent yourself favorably but honestly.
- Share your personal brand with a teacher, friend, or family member.

Practice Your Writing Skills:

Imagine being interviewed by a talk show host or other reporter. What might the interviewer want to know about you and your personal brand? What would you want to share about who you are and what you represent? What specific questions might the interviewer ask, and how would you respond? This is your opportunity to explain why your personal brand reflects your qualities and skills.

Write a dialogue between the interviewer and you. The dialogue should start something like this:

Interviewer: So, tell us about your new brand.

You: my brand reflects the qualities I bring to employers by showing...

- Use proper dialogue format with names and colons.
- Spell check your dialogue, and look for correct punctuation and formatting.
- Pace your dialogue, and choose precise words and phrases to convey each person's character.
- Share your dialogue with a teacher, friend, or family member. You might take turns reading the lines aloud to see how believable your dialogue sounds.