

Lesson 2.6 Self-branding

BY LINA WANG

Learning Activities

- 1) Review of Lesson 2.5 **cover letter writing**
- 2) Homework check:
Cover letter writing
- 3) Self-branding & How to build an e-Portfolio
- 4) Homework



Review of Lesson 2.5

- ▶ Review of Lesson 2.4 – Cover letter writing

Homework check

Do you have any questions on your cover letter writing?

Do you have any questions on creating your own e-Portfolio?

Google site (you need an Gmail account)

Self/ Personal branding

Discussion:

- ▶ What is self/personal branding?
- ▶ Do you have a personal brand now? What is it?
 - ▶ What makes you unique?
 - ▶ What's your competitive edge?
 - ▶ What are the three words that come to the mind when people think of your name?
- ▶ What do you need to do if you want to build a strong personal brand?



**WE ARE
HIRING**

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POSITIONS OPEN

- FRONT DESK OFFICER
- AREA MANAGER
- SALES OFFICER
- ADMIN EXECUTIVE
- Sales Associate
- Sr. Graphic Designer
- Customer Service
- Data Anyalist
- Validation Analyst
- iOS Developer
- Java Developer

Please send your CV to hr@domain.com

Practice

- ▶ **Identify & talk about your personal brand**
- ▶
- ▶ **What are your strategies to build your personal brand stronger?**

Homework

1. Write two cover letters – one in Chinese and one in English for a summer intern/ part-time position with the template given

Hand it in by 11:59pm tomorrow, June 11.

2. Prepare for your e-Portfolio – Google site and more & make presentations tomorrow.

Please submit the link to Moodle in Lesson 2.5 before the presentation

[Samples](#)