

### 3.10: Building Your Personal Brand

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Knowing yourself well is essential to helping you identify your personal brand. How would you characterize your personal brand right now? Is it what you want it to be?

There are numerous free tools to help you gain self-awareness. The Careers in Marketing section earlier in this chapter lists numerous resources that you could try. Or you can try this [short personality assessment](#) similar to the Myers-Briggs Type Indicator. After you complete the assessment, your personality information will be revealed. You'll learn if you're extroverted or introverted, thinking or feeling, sensing or intuitive, and judging or perceiving. The results are shown as a four-letter acronym (for example, ENFP or ISTJ), and there are 16 possibilities that could arise.

Is the outcome a surprise to you, or is it as expected? Does it help explain some of your friendships, how you approach your studies, or what feelings you have? Keep your personality type in mind as you gain a better understanding of yourself and others, especially as you begin to develop and express your personal brand.

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