Student Name

Assignment Title

Colorado Technical University

Date

Introduction

 Introduce the topics you will cover in your paper. Use 12-point Times New Roman font, double-space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus the title page and the reference page).

One of the first marketing plans that you will develop will be to market your personal brand. A *personal brand* is how you want to be seen. It will reflect your personality, your skills, and your experiences to tell your story. As with branding in business, your personal brand will differentiate you from others. Developing your own personal brand strategy will allow you to control how others see you.

Using what you have learned, answer the following:

Explain the goals of your personal brand.

Type your response here.

What is your mission or vision?

Type your response here.

Who is your target audience, and why?

Type your response here.

How will you implement your marketing plan for your personal brand?

Type your response here.

Conclusion

 Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. Here are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge. <https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>