

SELLING YOURSELF

THE ART OF PERSONAL BRANDING

1

SELL YOURSELF AS IF YOU WERE A PRODUCT

Consider what you bring to the table. You are product and your selling proposition tells your client why they should care.

2

CONSISTENCY IS KEY

Every part of your communication points (Facebook, Twitter, email, resume) should represent a single identity. Your tone needs consistency.

3

THE IMAGE YOU PUT ONLINE MATTERS

The last step employers take before contacting you is to search for your online identity. Be carefully active.

4

BE PROFESSIONAL

It is no time to play around. Take things seriously and share your values with your employers. There is uniqueness in professionalism.

5

DON'T SHOW! DEMONSTRATE!

Prove your skills in every way possible. Don't be surface-levelled like everyone else and show them what you are made of.

34%

OF RECRUITERS ADMIT TO CHECKING THEIR OWN EMPLOYEES SOCIAL MEDIA PROFILES

[VIEW PROFILE](#)

Université de
Concordia

30 PLACES

 **24 RESTAURANTS**

 **5 CAFÉS**

 **1 CAFÉ DE JEUX**

  rayon de 300m



53%
JOUE À DES JEUX POUR
**SOULAGER LE
STRESS**

Le Café Stratégie est le seul endroit où les étudiants peuvent oublier leur souci en même temps de relaxer entre amis. Nous offrons plus de 150 jeux de société pour que nos clients ne s'ennuient jamais.