Podcast Talking Points

1. Could you introduce yourself and tell us a little bit about your job and your background?
2. “that the secret of economic success requires that we emulate the marketing strategies of successful corporations and the product brands they control. This is the origin of the concept of “Me, Inc.,” which advised individuals to conceive of themselves as the CEOs of their own capitalist enterprises” Pg. 303 from Personal Branding and Identity Norms in the Popular Business Press: Enterprise Culture in an Age of Precarity
3. How would you describe personal branding?
4. Personal Brand Creation in the Digital Age says “One way to build your personal brand is to intentionally communicate specific content in social media.” Pg. 130, do you think that your personal social media should be fair game?
   1. Follow up: “For the purposes of your personal brand, you should consider everything about you that's online to be public knowledge. As a result, it's a good idea to review and edit your social media presence to make sure it lines up with the way you want to present yourself.”
5. You are a recent college graduate in the workforce, do you feel that your personal branding efforts helped to land your current position?
6. Why do you think personal branding is an important part of the job application process today in contrast to ten years ago?
7. As you were finishing up your degree what did your personal branding efforts look like?