Audio Essay Script

In the age of consumer goods, the internet, and brands, everything has a logo, an essence a story…and all of this happens fast.

[sounds of phones pinging and typing]

If you hadn’t heard already, the human attention span is shrinking. According to a recent study, we are down to eight seconds, that’s less than a gold fish. Yes, you hear correctly, we have a shorter attention span than a goldfish

[news clip about attention spans shrinking, with bubble noise in the background]

And, you try to add written text into that equation that’s getting risky. Human brains process visuals 60,000 times quicker than written text.

Countless studies have come out saying that humans are much engaged by storytelling and are more likely to remember content with visuals. As humans, we crave these things, and more now than ever since we are blasted by insane social media creations daily.

[lots of different video footage sound clips, with wows overlapping]

Now, check this fact out, TIME Magazine says that employers spend an average of six seconds looking at your resumes.

[clock ticking]

Well…maybe that’s because your resume is a too long, bulleted list of accomplishments with black ink on a white piece of paper and no visuals…no wonder!

[old type writer sounds]

In this age of instant, let’s market ourselves like we market our products.

One of the best ways to propel yourself through your professional career is to craft your personal brand.

Creating a personal brand is about enhancing your qualities and showcasing your professional value through visuals and consistency.

[audio clip of several TED talks on why you need a personal brand]

It is a way to achieve professional autonomy by proving your worth as an expert in something. Your personal brand will show hiring authorities, potential clients and industry professionals what you have to offer. It brings a sense of confidence, credibility and shows both your technical and cultural skills.

Now, you might be wondering what the term “personal brand” really means. A personal brand means defining your professional qualities in a meaningful and memorable way. This includes things like a personal website that introduces yourself and links to your work, carefully crafted LinkedIn and social media profiles, business cards and a professional blog. Oh and, let’s make sure those are all visually coordinated.

A personal brand is everything you look for in a credible and exciting modern company, but for YOU in your professional life.

In reality we all already have a personal brand…it is how we present ourselves in every interaction, but most of us never take the time to define and showcase it.

[audio clip of people introducing themselves]

“It allows professionals to differentiate themselves, and also angle for the promotion that best suits them.” Says Stacey Cohen, CEO of Co-Communications,

In this day and age if you don’t define your personal brand, others will. So instead, create the person you want to be seen as.

So, here are a few steps to begin building your personal brand

First, define your brand. Ask yourself what are your exceptional professional qualities, what are your technical skills, where do you want to be in five years or ten years. Keep in mind that you are creating more than a resume, you are creating an experience that employers want to buy into and work with

Next, do the detail work. Create a personal website, a resume come to life of sorts. Focus on visual consistency that will draw your viewer in and give them a sense of your personality. You want to showcase your professional value but also who you are as a person. People want to work with other people, and you are more likely to land your dream job if the company is excited about you as a person.

[people laughing, and talking]

Next, clean up your social media. 93% of employers say that they will search for your social media profile during the interview process. You SHOULD have a social media profile, but you need to make sure it reflects the original goals and values that you outlined about yourself when you defined your brand. Reminding people that you’re just as human as they are will help them relate and gravitate toward your brand. Overall, you want to showcase your ability, connections and interest in your field of work.

[people talking]

So…let’s stand out. Think ahead. And propel our professional careers by creating a personal brand!