

Building Your Personal B.R.A.N.D. – For Students



**THE NETWORKING
NAVIGATOR**

Turn networking into results

**Personal Branding = Clarity + Consistency →
Lifelong Opportunity**

www.TheNetworkingNavigator.com

Everyone Is a Brand — Even in High School

Everyone is a brand — consistency builds trust and opportunity.

How reliably you show up — in class, clubs, jobs, projects, and conversations — shapes how others see your potential.



Building Your Personal B.R.A.N.D. – For Students



**THE NETWORKING
NAVIGATOR**

Turn networking into results

**Personal Branding = Clarity + Consistency →
Lifelong Opportunity**

Watch the Video in the Success Track

The B.R.A.N.D. Framework (Student Edition)

	Focus	Core Question
B = Beliefs	Values and strengths that anchor you	What do you stand for?
R = Representation	Where and how you show up	How do you share your strengths with others?
A = Autonomy	Structure and boundaries	How do you protect your energy while staying visible?
N = Network	Fewer, deeper relationships	Who do you trust and nurture most?
D = Differentiate	Consistency and reliability	What makes you memorable and trustworthy?

B. Beliefs-

What You Stand For Today

Your beliefs shape your direction and your reputation.

- **What values do I want to be known for?**
- **What strengths do people already notice in me?**
- **What topics or activities feel natural and authentic?**

R. Representation

How You Show Up

Where people actually see your strengths.

- Participating in class (even once!)
- Being prepared for group projects
- Asking great questions
- Being dependable in clubs, sports, or jobs
- Showing up on time
- Using social media responsibly

A. Autonomy-

Protect Your Time

Preparation and boundaries create confidence.

- Taking ownership of your schedule,
 - Your commitments,
 - Your growth.
- You only have so much time and energy.
- So... the key is learning how to choose well.

A. Autonomy-

Make Smart Decisions

Student Strategy Matrix

- Does this help reach a goal?
- Does it fit my strengths?
- Do I have time/energy?
- Does it Represent my BRAND?

N. Network-

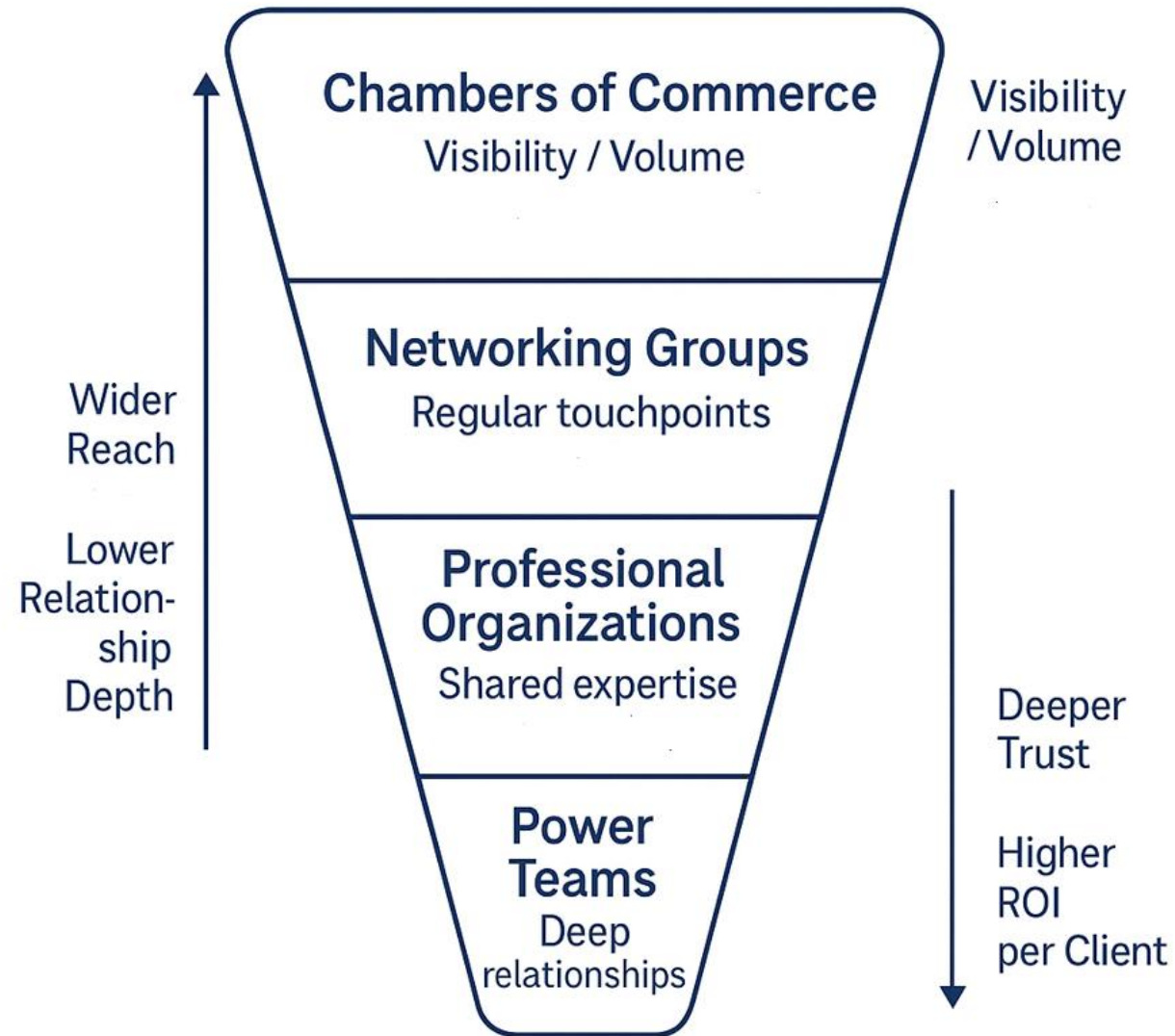
Build Depth, Not Just Contacts

Your network is the group of people who support you, teach you, and open doors for you.

“Your network is made up of different layers — from broad school/community exposure to deeper mentor-level relationships. Just like in business, the deeper you go, the more opportunities you create.”

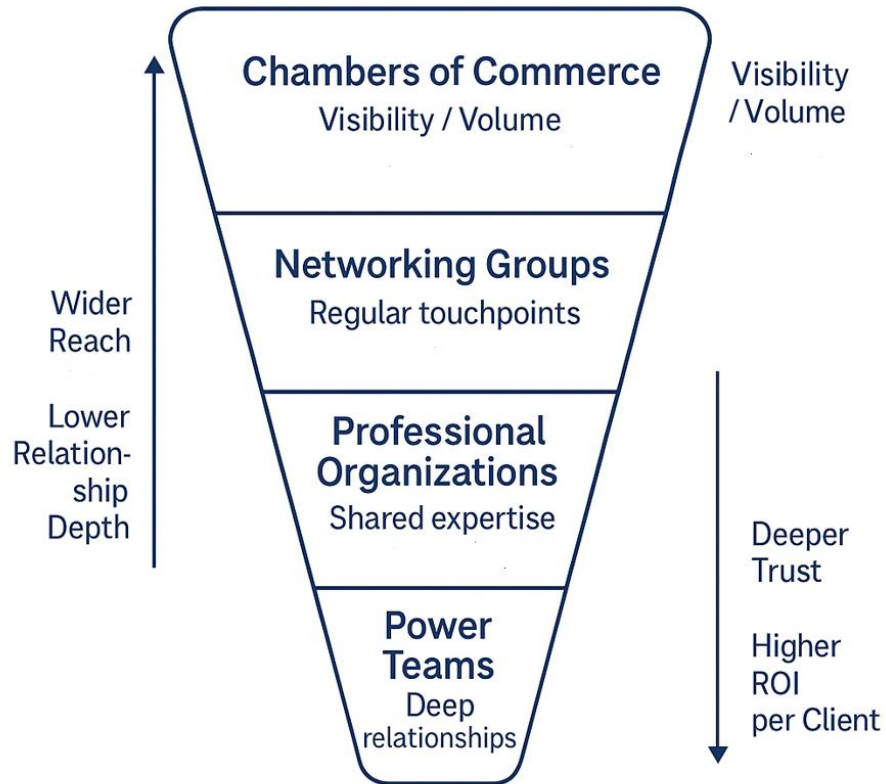
N.

The Networking Pool of Success

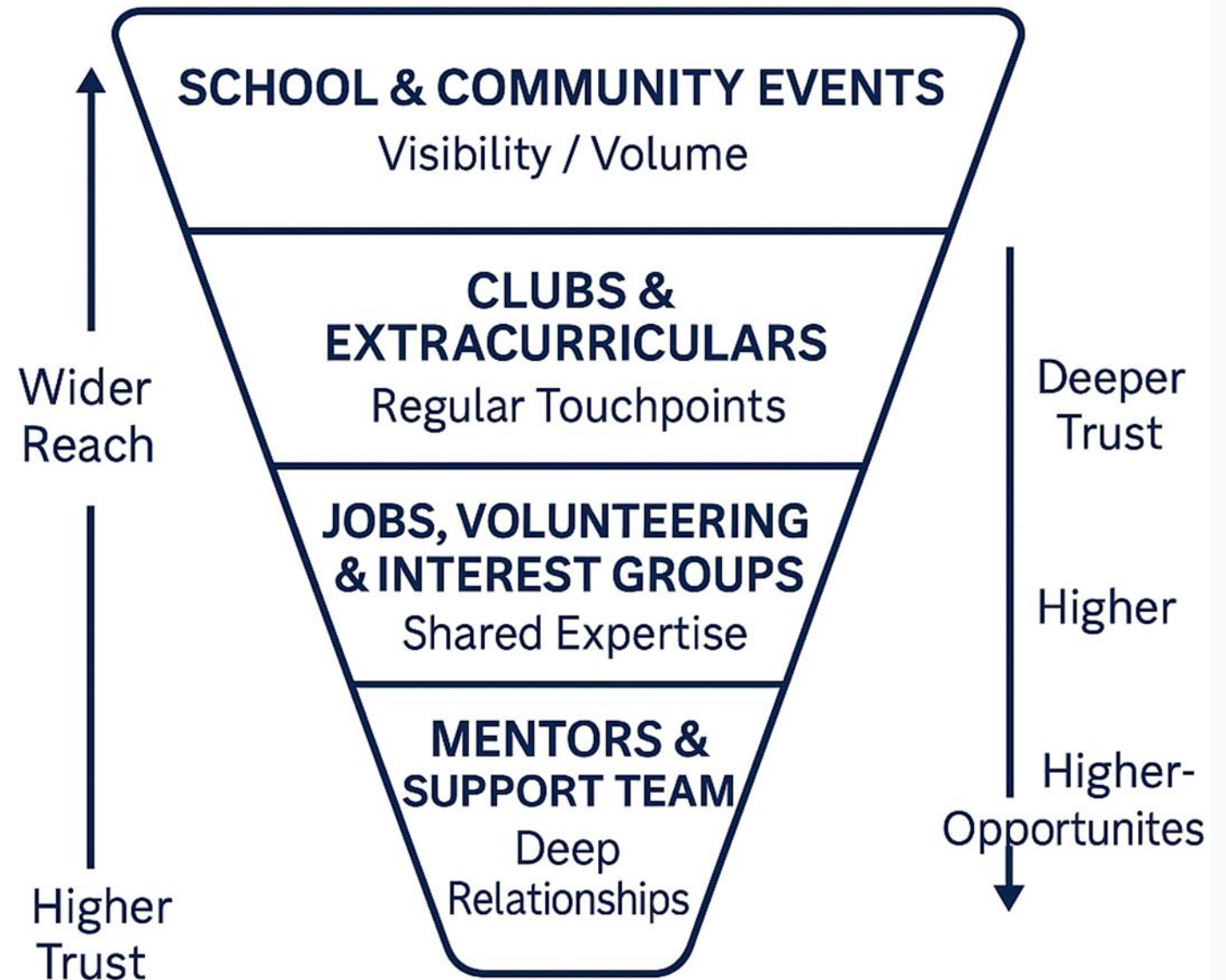




The Networking Pool of Success

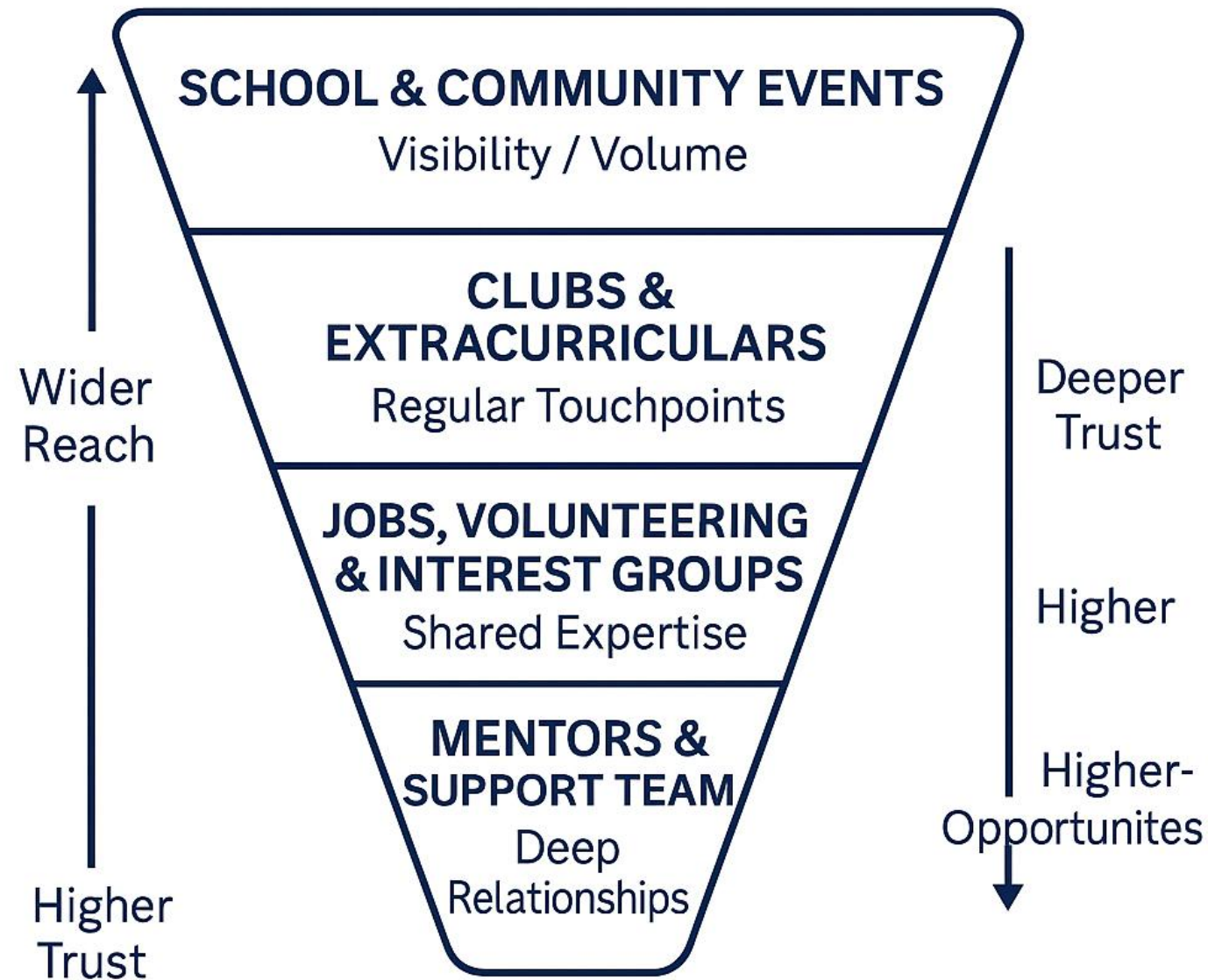


The Student Networking Pool of Success





The Student Networking Pool of Success



D. Differentiate-

What Makes You Memorable

You stand out not by being loud, but by being consistent.

You become memorable by being predictable — showing up, following up, and following through.

- Doing what you say you will do
- Showing effort
 - Being respectful
 - Being prepared



Brand Statement

In one sentence, describe what do and how you want others to experience your brand.

The Prepared Teammate

They show up ready — homework done, materials in hand, deadlines met.
Teachers trust them, classmates rely on them, and opportunities naturally flow their direction.

Brand message:
"You can count on me."

The Quiet Leader

They don't need attention to influence others.
They lead through steady actions — listening, helping, organizing, and keeping projects moving.

Brand message:
"I make things better just by being consistent."



Brand Statement

In one sentence, describe what do and how you want others to experience your brand.

The Respectful Communicator

They reply to emails, ask thoughtful questions, and talk to adults with maturity.
Coaches, mentors, and employers remember how professionally they show up.

Brand message:
"I take every interaction seriously."

The Growth-Minded Student

They aren't the best at everything, but they show effort in everything.
They ask for help, try new things, and follow through — and people notice.

Brand message:
"I'm always improving, and I don't quit."

Your Brand Speaks — Even When You Don't

When you align your brand with your strengths,
your BRAND attracts opportunities.

Get the
Playbook
and
Success
Track

Tom Gosche
Business Strategist



(630) 675-8971



Tom@TheNetworkingNavigator.com



www.TheNetworkingNavigator.com

