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The LAB: Build Your Brand Worksheets

The LAB: Build Your Brand workshop was hosted last fall with the goal of helping students craft their personal brand story. We're now making the worksheets available to all students.

These worksheets will help you develop a personal narrative, identify beliefs and values, and define your brand personality.

Storytelling is a powerful tool when marketing yourself to potential employers, so we hope this will be a valuable resource for internship or post-graduate employment pursuits.

See the below attachment for the worksheets.

These worksheets were inspired by [Thad Cox Branding](#) [1].

Build Your Brand

Worksheets



Attachments:

 [Build Your Brand_Worksheets.pdf](#) [2]

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Source URL: <https://carolinaunion.unc.edu/news-and-events/news/lab-build-your-brand-worksheets>

Links

[1] <http://thadcox.co.uk/>

[2]

https://carolinaunion.unc.edu/sites/carolinaunion.unc.edu/files/documents/Build%20Your%20Brand_Worksheets.pdf

[3] <https://carolinaunion.unc.edu/feature-type/program>