

It's a Brand You World...

Nike, Starbucks, and McDonalds are three famous brands. When you hear these names, you know the qualities and products each represents. You have a brand too. Your unique talents, skills, knowledge, and personal characteristics are your brand. In this activity, you have an opportunity to reflect on your personal brand as you contemplate what automobile, soft drink, athlete, and song title best describe you. Have some fun as you begin to figure out what you want your brand to stand for in today's *Brand You World*. Explain each answer in a couple of sentences.



What kind of car would your brand drive? Why?

What kind of soft drink tastes like your brand? Explain.



What Olympic athlete has qualities or characteristics like you? Explain.

What song title would you want as your theme song? Why?

