

# PERSONAL BRAND STATEMENT

**What Do You Do?** *Describe your core skills, professional goals, and where you bring the most value*

**Who Is Your Audience?** *To whom you provide services, ex: IT staff, civil engineers, accountants, HRs, etc.*

**Your Suggested Statement (if any):** *Keep it clear, precise, unique and limit the length to 5-7 words, Example: "The IT Professional Personal Branding Specialist.", Mohammed S. Al-Taee*

*Here is where you will be ahead of others, your brand statement will make the resume shine so spend time answering the above questions.*

*Your statement should not be general. Check our web site for personal brand statement resources.*

*Remember: Your Personal Brand Statement IS NOT a JOB TITLE!*