



sama SCHOOL

PERSONAL BRANDING

Thumbtack

 TaskRabbit

 Care.com™

Personal Branding =
your experience + your unique personality

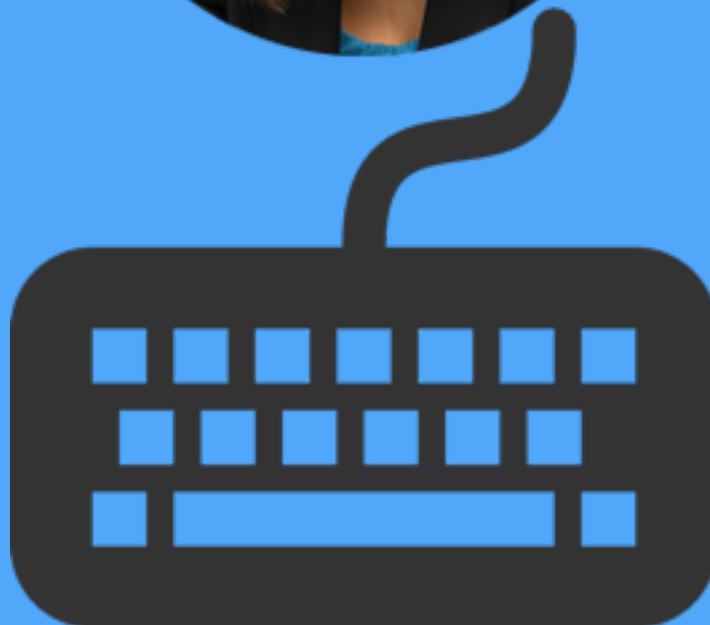


Personal Branding is everything from how you dress to what time you show up for work to how many years, or months, of experience you have at a job...

In the Gig Economy, you will express your personal brand in two primary ways:



Your photo



Your writing



What do people remember about you at your best?
Write everything that comes into your head for one minute.
Share with person sitting next to you.

FIVE EASY STEPS TO CREATING A PERSONAL BRAND

VIDEO

What are your values?
What is your attitude?
What is your passion?
What is your purpose?
What are your six words?

Identify 6 words that describe you at your best: write these down and please share in your group or partner

Think!

about the kind of work
you want to do in the
Gig Economy



If you were hiring someone to do this kind of work (cleaning, handyman, laundry, tech support etc), what qualities would you want him/her to have?

Write down 3 qualities and share with your group/partner...



STEVEN C.

- ✓ 5 Completed Cleaning Tasks
- 👍 4 Cleaning Reviews: 100% Positive

\$23.40/hr

☺ Saving \$2.60/hr

Select & Continue

[Reviews & Profile](#)

How I can help:

I have both residential and commercial cleaning experience. I provide supplies or use yours.



"Thanks again"
- May 30, 2016



kapika a.

- ✓ 6 Completed Cleaning Tasks
- 👍 2 Cleaning Reviews: 50% Positive

\$27/hr

☺ Saving \$3/hr

Select & Continue

[Reviews & Profile](#)

How I can help:

Kapika Asisa's Cleaning Service.... (PALO ALTO CA)
I WILL MAKE YOUR PLACE !!!SHINE!!!

▶▶▶▶ YOU NEED A HELPING HAND.....◀◀◀◀

♥♥♥♥ I M AN EXPERT IN RESIDENTIAL CLEANING, AND OFFICE
CLEANING♥♥♥♥

SATISFACTION GUARANTEED
QUALITY SERVICE .



"She's great!"
- May 22, 2016

What are these Taskers' personal brands?

Think of 2 words to describe each Tasker's personal brand.



Genee N.

\$49.50/hr

- ✓ 77 Completed Cleaning Tasks
- 👍 45 Cleaning Reviews: 86% Positive

⊖ Saving \$5.50/hr

How I can help:

I was a homemaker for many years, cooking , cleaning was a must, et me help you organize your house for a new beginning of a clutter free home

Select & Continue

Reviews & Profile



"Great service "
- May 30, 2016



Jordi M.

\$45/hr

- ✓ No Cleaning related tasks completed.
- 👍 No Cleaning related reviews.

⊖ Saving \$5/hr

How I can help:

I hate DIRTY . My house is organize and maintain . Border Line Clean Freak . I think Anyone that knows my work can tell you what I am sayin it's true . I will prove it in our future Appointment :)

Select & Continue

What are Genee and Jordi's personal brands?



What makes a professional photo?

Don't take a selfie in your car

**Do pay attention to your background and
choose something that is not busy or distracting**

Do smile with your mouth and your eyes

Quick Pitch Tips

Make sure it matches who you are (your personal brand)

Use at least 2 of your 6 words

Make sure your writing is free of typos and grammar mistakes!

Include experience but don't write a resume

No symbols: this is not a text message

Tell your story -- remember, you are asking a stranger to hire you, so make them feel like they know you.

Notice how each of the sample quick pitches below gives us a sense of not just WHAT this person can do but also WHO they are. Remember that you get to write a new quick pitch for each kind of work you do on TaskRabbit, so don't hesitate to make your pitch specific to cleaning, or heavy lifting, or shopping etc

Quick Pitch Examples

- 1. I am such a neat freak, I annoy my friends and family. I will make sure your home is spic and span!**
- 2. I was a homemaker for many years. Cooking and cleaning was a must. Let me help you organize your home for a new beginning of a clutter-free home.**
- 3. My grandmother raised me in the East Bay Area and cleaning was always a big part of life, dusting, washing clothes, sweeping, and mopping. On a personal note, no matter what I'm doing, I practice in-depth listening. I put myself in the other person's shoes to try figure out my client's overall needs.**
- 4. I'm a Dad of three, so I do everything around the house: cooking, cleaning, laundry and handyman projects. Painting is my passion. I have plenty of brushes, ladders and a good sense of balance!**

Personal Branding on Thumbtack

Business Name



Cora's Ivy League Tutoring

(No business name? Use your personal name.)

How does your service stand out? (example)

Tell customers what parts of the job make you excited or satisfied.

(50 characters minimum)

What do you enjoy about the work you do? (example)

Describe what makes your service great. If you have experience working with a particular type of customer or project, share this specialty.

Thumbtack is throwing you softballs.

The questions they ask make it easy to express your personal brand.

How does your service stand out?

What do you enjoy about the work you do?

Unfortunately, this also means everyone else on the site is getting softballs.

How does your service stand out? [\(example\)](#)

Anderson Carpet Cleaning has more than a decade of experience providing high quality residential and commercial carpet cleaning services. We offer state of the art technology, eco-friendly products and equipment, competitive prices, and excellent customer service.

Tell customers what parts of the job make you excited or satisfied.

(50 characters minimum)

What do you enjoy about the work you do? [\(example\)](#)

We take great pride in our attention to health and safety, staying up to date with regular training in the latest cleaning agents and methods. We use only non-toxic and environmentally friendly cleaning agents, leaving your carpet squeaky clean and free from allergens.

Choose your business name to appeal to your clients. In this case, I knew folks looking for tutors we likely to want to get into college.


Cora's Ivy League Tutoring

(No business name? Use your personal name.)

How does your service stand out? (example) 

I got into every Ivy League I applied to (3) and spent a decade teaching writing and writing novels. I can help you stand out from the pack, telling your story in an admissions essay and interview, performing well on standardized tests, and generally mastering the game.

(50 characters minimum)

What do you enjoy about the work you do? (example) 

The college admissions process can be harrowing, and I love working with young people to find their voice amid the rat race.

(50 characters minimum)

Tell your story. What experience + personal qualifies make you great at this job? (Experience + personal qualities = personal brand.)

Speak to your audience: ask yourself, what do they want and how can I deliver it? People looking to hire tutors want to feel nurtured by their tutor.



Katy S.

Full-Time nanny
El Cerrito, CA



2 REVIEWS

\$20 - 25

PER HOUR

10+ yrs

EXPERIENCE

Bio

Work History

Safety & Verifications

Connections

Payment

Skills & Experience

Educ

Meet Katy

I view nannying as an opportunity to engage fully with children as they express, imagine, and learn about themselves and the world around them. I love nannying and children! I've provided childcare for over 10 years. I've completed 2 years of a graduate program in Counseling Psychology/Expressive Arts Therapy. For about a year, I've nannied for 3 days a week for a sweet, smart and silly 19-month-old. His family has moved, and I'm currently looking for a new family to nanny for. I would love to nanny for yours! I'm creative, caring, energetic and enjoy exploring imaginary stories, and lands with children! I have 18 different colored dance therapy scarves that children love! I'm happy to follow your routine and incorporate your needs/wants related to your child's development! Clear communication with parents, and following/or creating a schedule/routine opens up space for play, learning, expression and growth! I am looking forward to hearing from you!

Tell your story

Ask yourself, what do people hiring childcare want?

What experience and personal qualities make you great at this job?



Karen W.

58 Year Old
Part-Time babysitter
Berkeley, CA



1 REVIEW

\$10 - 20

PER HOUR

5 yrs

EXPERIENCE

Bio

Safety & Verifications

Connections

Payment

Skills & Experience

Education

Reviews

Meet Karen

I'm the oldest of nine children. That gave me lots of childcare experience at a young age. As a teenager, I did babysitting for neighbors to save money for college. During and after college, I worked in group homes with adolescent girls and special needs children and adults. I empathize with children of all ages and abilities. Developing a rapport with children is an important part of my work.

I retired from a career in accounting in 2015. Since then, I started knitting and caring for my preemie granddaughter. I'm very good at getting her and other babies to fall asleep. My head and back massages help tired little ones let go and slide into dreamland. That is, until the dog barks at the front door.

Reading books and singing are my favorite activities with children. My voice is not the best but we have fun!

Pets are fine. I have quite a few at home. My volunteer work includes teaching a bird care class and finding adoptive homes for foster birds at a bird rescue.

Tell your story

Ask yourself, what do people hiring childcare want?

What experience and personal qualities make you great at this job?

Activity!



Write a quick pitch for ONE of the kinds of work you want to do on either TaskRabbit, Thumbtack or Care.com. If you are doing Craigslist, pick one of these three.

Try to use at least 2 of the 6 words that you came up with earlier that define your personal brand, but don't force it.

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