“Today you need to think of yourself as an entrepreneur at the helm of at least one living, growing, start-up venture: Your Career.”
- Reid Hoffman

**Building a personal brand helps to establish yourself in the workforce in the following ways...**

1. Clearly identifying your strengths will enable you to create a demo reel that stands out and helps prepare you for an interview that will impress

   **How to make a strong demo reel**
   - Get inspired by the success of other students
   - Only include your best work and be comfortable with letting go of shots that are unsuitable
   - Ensure “work in progress” shots are marked clearly

   **How to prepare for an Impressive interview**
   - Practice talking about your work
   - Demonstrate soft skills
   - Be enthusiastic and passionate
   - Be curious and don’t be afraid to ask questions
   - Share your relevant knowledge with the interviewers
   - Be open to receiving constructive feedback

2. Improving Your Recognition

   **Ways to get your name out there**
   - Create your online presence so you’re easy to find
   - Enter competitions e.g.
     - The Rookies: www.therookies.co
     - 11 Second Club: www.11secondclub.com
   - Create a “Making of” video or blog
   - Collaborate on projects with others

3. Builds Trust

   **Increasing trust with your potential employer**
   - Target your demo reel to the specific discipline (i.e. VFX vs. feature animation)
   - Showcase valuable skills (i.e. scripting, python)
   - Include a cover letter with your application
   - Attend job fairs - this puts a face to your name
   - Solicit feedback and listen