

Personal Branding for Students & New Graduates

Janette Toral

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A collage of professional certifications. At the top left is the "DIGITAL INFLUENCER" badge from "im". To its right is the "FASCINATE CERTIFIED ADVISOR" logo. Below these are two Google AdWords certification certificates: "AdWords Search Certification" and "Analytics Certification", both awarded to "JANETTE TORAL". To the right of the certificates are two HubSpot Academy certification badges: "EMAIL MARKETING CERTIFIED" and "INBOUND CERTIFIED".



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1 minute

PSA: 2.761M Filipinos jobless in January

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Tuesday, March 14, 2017



SunStar file photo.

SOME 2.761 million Filipinos were unemployed in January, according to data released by the Philippine Statistics Authority (PSA).






In the January 2017 Labor Force Survey (LFS), PSA said the estimated number of jobless Filipinos during the period was equivalent to 6.6 percent, higher than the 5.7 percent during the same period in 2016.

Ilocos Region (8.7 percent), National Capital Region (NCR) (8.5 percent), Caraga (8.5%), and Calabarzon (8.2 percent) were the regions with the highest unemployment rates.

“Of the total unemployed, the age group 15 to 24 years comprised 44.1 percent.”

1 M graduates face unemployment

By Mayon Jaymalin (The Philippine Star) | Updated March 14, 2017 - 12:00am

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MANILA, Philippines - Labor leaders yesterday warned the government that graduates of colleges and vocational schools are more likely to end up unemployed or, if they find a job, face poor working conditions.

Alan Tanjusaay, Associated Labor Union spokesman, said job prospects are not bright for the estimated one million students who are set to graduate in the coming weeks.

"Job-skills mismatch, short-term contractual work, low wage and unsafe workplaces are awaiting those estimated one million graduates in colleges and vocational schools," said Tanjusaay.

"We don't want to give this young workforce any false hope. Though we also don't want to discourage them, these are the issues that confront our new graduates," he added.

He noted that the prevailing mismatch between skills and the actual jobs available in the market is the major reason for the growing problem of unemployment and underemployment in the country.

Tanjusaay cited results of the October 2016 round of government's Labor Force Survey, which showed that about eight million workers need extra jobs to augment their daily income.



The advertisement features a woman in a black and white dress holding a smartphone. The text on the left reads: "How To Get Anything You Want" in a large, elegant font, followed by "You've got what it takes to change your life." and a "DOWNLOAD NOW" button. The woman's name "marie forleo." is written in the top left corner of the ad area.

According to Tanjusaay, new graduates are also confronted with low entry-level minimum wage.

"The purchasing value of the current P481 entry level daily wage for workers in the National Capital Region area has also eroded to P363 a day excluding mandatory social protection salary deductions and transportation and meal expenses," Tanjusaay further pointed out.

Illegal contractual employment like the end of contract (endo) scheme continues to prevail in the country, Tanjusaay said.

"Seven out of ten of the current 41 million workers are contractual. Workers who were contractual more than five years ago remain as contractual until today, getting the same entry-level pay without security of tenure and the benefits that they are supposed to enjoy. That's how bad and massive contractualization is," Tanjusaay said.

He said new graduates who get jobs also face occupational safety and health hazards.

<http://www.philstar.com/headlines/2017/03/14/1680961/1-m-graduates-face-unemployment>

Prepare yourself

- English proficiency
 - <https://www.youtube.com/watch?v=RiGvfKmpsCI>
- “Substance”
- Look for opportunities in multiple platforms.
- Build your profile.



THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization

Stand out or don't bother

Serious is ok. Boring is not.

Think about

- Attract clients.
- Prove why you are the best choice.
- Increase urgency for an immediate sale.
- Convince new prospects to switch to your product.
- Recommit them to being loyal (when they might otherwise move to a competitor).



Stand out, or don't bother

What do people find when
they look for you online?

Are you fascinating?



fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

THE 7 LANGUAGES OF FASCINATION

INNOVATION

is the language of creativity

PASSION

is the language of relationship

POWER

is the language of confidence

PRESTIGE

is the language of excellence

TRUST

is the language of stability

MYSTIQUE

is the language of listening

ALERT

is the language of details

Take the test - Personal

<http://bit.ly/fascinateprofile>



HOWTOFASCINATE®
DISCOVERED BY SALLY HOOGHEAD

ABOUT THE PERSONALITY TEST PERSONAL BRANDING THE SCIENCE COMPARE US WORKPLACE PROBLEMS

The Fascination Personality Test® doesn't measure how you see the world...it measures how the world sees you.

ABOUT THE PERSONALITY TEST >

THE FASCINATE SYSTEM >

PERSONALITY ARCHETYPES >

DIFFERENT PERSONALITY TYPES >

THE FASCINATION PERSONALITY TEST

10

YEARS OF RESEARCH

28

QUESTIONS

5

MIN OF YOUR TIME

1

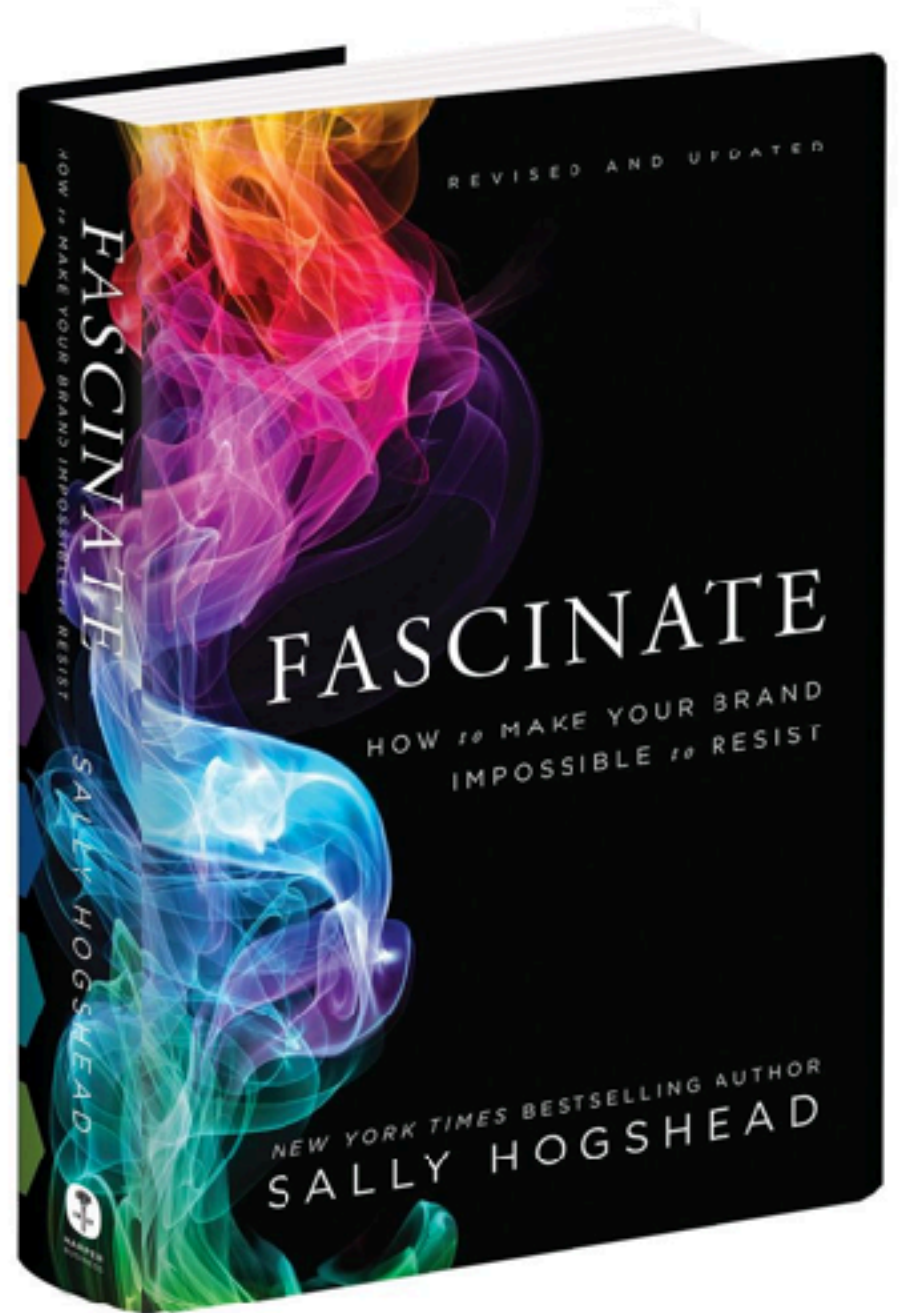
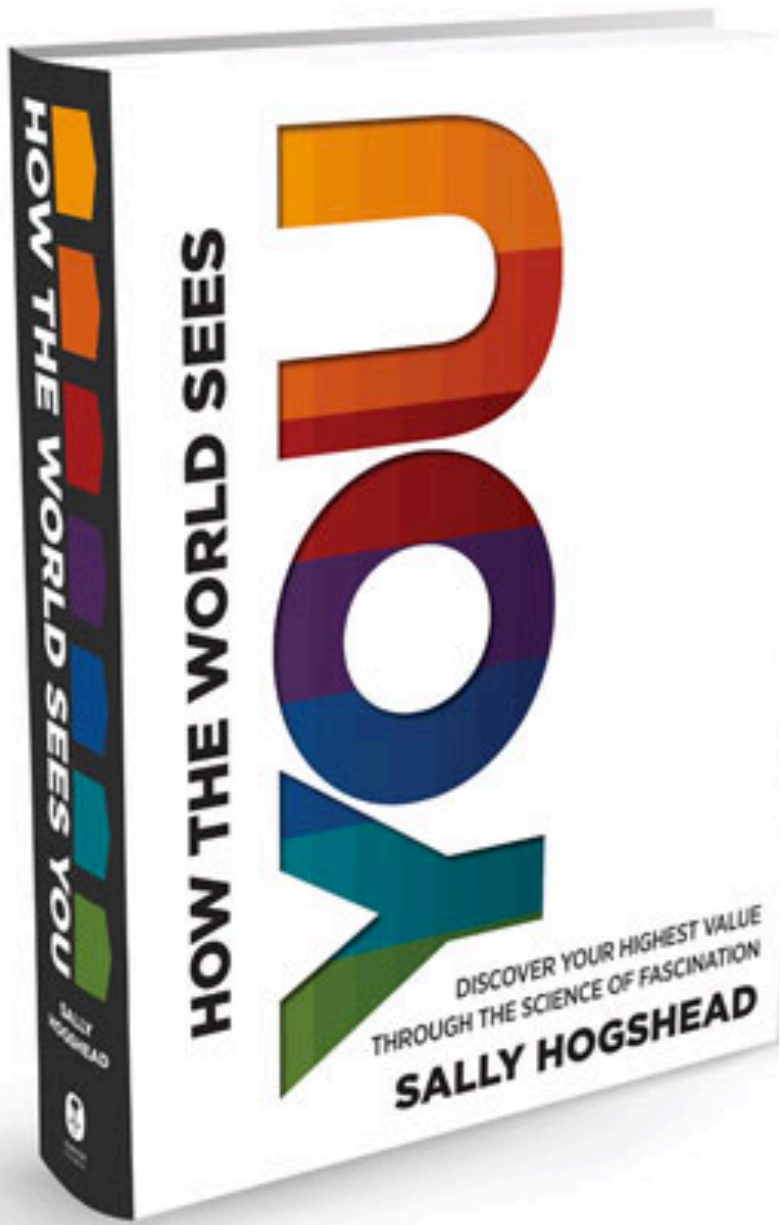
YOU

GET YOUR FREE
PERSONALITY TEST

Your personality has one primary Advantage. It's how you add value. It's what makes you different and better. Think of it like a natural superpower for your personality. When you communicate using this Advantage, you earn more attention, and more revenue.



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THE 49 PERSONALITY ARCHETYPES

DISCOVERED BY SALLY HOGSHEAD

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 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

PRIMARY FASCINATION ADVANTAGE®

- INNOVATION**
You change the game with creativity
- PASSION**
You connect with emotion
- POWER**
You lead with command
- PRESTIGE**
You earn respect with higher standards
- TRUST**
You build loyalty with consistency
- MYSTIQUE**
You communicate with substance
- ALERT**
You prevent problems with care

INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Cost-Effective	THE QUICK-START Prolific • Thorough Vigilant
PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Back-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Level-headed • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOD CITIZEN Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

THE SECRET WEAPON

NIMBLE | UNASSUMING | INDEPENDENT | RETICENT | AUTONOMOUSLY CREATIVE

{ THE SECRET WEAPON }



HOW THE WORLD SEES YOU

- You have a creative mind and you produce agile solutions even when under high pressure
- You are creative in a non-flashy way, preferring to do your work quietly
- You enjoy working independently. You don't boast about your achievements. But you can produce great inventions, creative ideas, and new product designs
- You make great contributions to the company's performance, but do so in an unassuming manner

YOUR ARCHETYPE

Your Archetype is a combination of your PRIMARY and SECONDARY Advantages.



THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU

1. NIMBLE
2. UNASSUMING
3. INDEPENDENT

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE

MYSTIQUE

01

Your PRIMARY Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.

YOUR SECONDARY ADVANTAGE

INNOVATION

02

Your SECONDARY Advantage describes your second-highest. Like your PRIMARY Advantage, it describes how you are perceived.

When you communicate with your primary and secondary Advantages, you are perceived as more confident and authentic.

Your PRIMARY and SECONDARY Advantages combine to form your Archetype, which indicates how the world sees you.

YOUR DORMANT ADVANTAGE

PA

Your DORMANT Advantage is the one that holds the least fascination for others. It's how you are least likely to be perceived.

Want to learn more about your Archetype, and how it affects your personality's most valuable traits?

AGE



WELLSPRING

THE SECRET WEAPON'S TOP 5 SPECIALTY ADJECTIVES

1. NIMBLE

They have the ability to generate many different solutions. They're not locked into one way of thinking. They solve problems by considering different viewpoints. You probably find yourself thinking, "How on earth did they come up with that?"

2. UNASSUMING

Their mid-mannered demeanor hides a free spirit. They have a minimalist communication style. They carefully and clearly explain their ideas, but prefer to do so to their inner circle.

3. INDEPENDENT

They are comfortable with charting their own course. They aren't easily swayed by group-think. That's why they come up with new ideas when everyone else is stuck. They're not confined by following established methods.

4. RETICENT

They restrain their emotions and contain their inner thoughts until they are ready to share them. During brainstorming sessions they may be quiet, but they may also come up with the best idea.

5. AUTONOMOUSLY CREATIVE

They tend to keep their inventions to themselves before they've worked out a complete solution and are sure that it works. They are most creative when they can work out ideas with pencil and paper rather than in a big, loud meeting. Introspection rather than external stimulus guides their innovative thinking.

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What is your highest value?
What makes you different?

Your Personality Brand - Your Highest Value

1) THE ADJECTIVE



+

2) THE NOUN



HIGHEST: The pinnacle of who you are and what makes you exceptional.

DISTINCT: How you are different.

VALUE: Your specialized ability to deliver above and beyond what `s expected.

Which one best describes how you are different?



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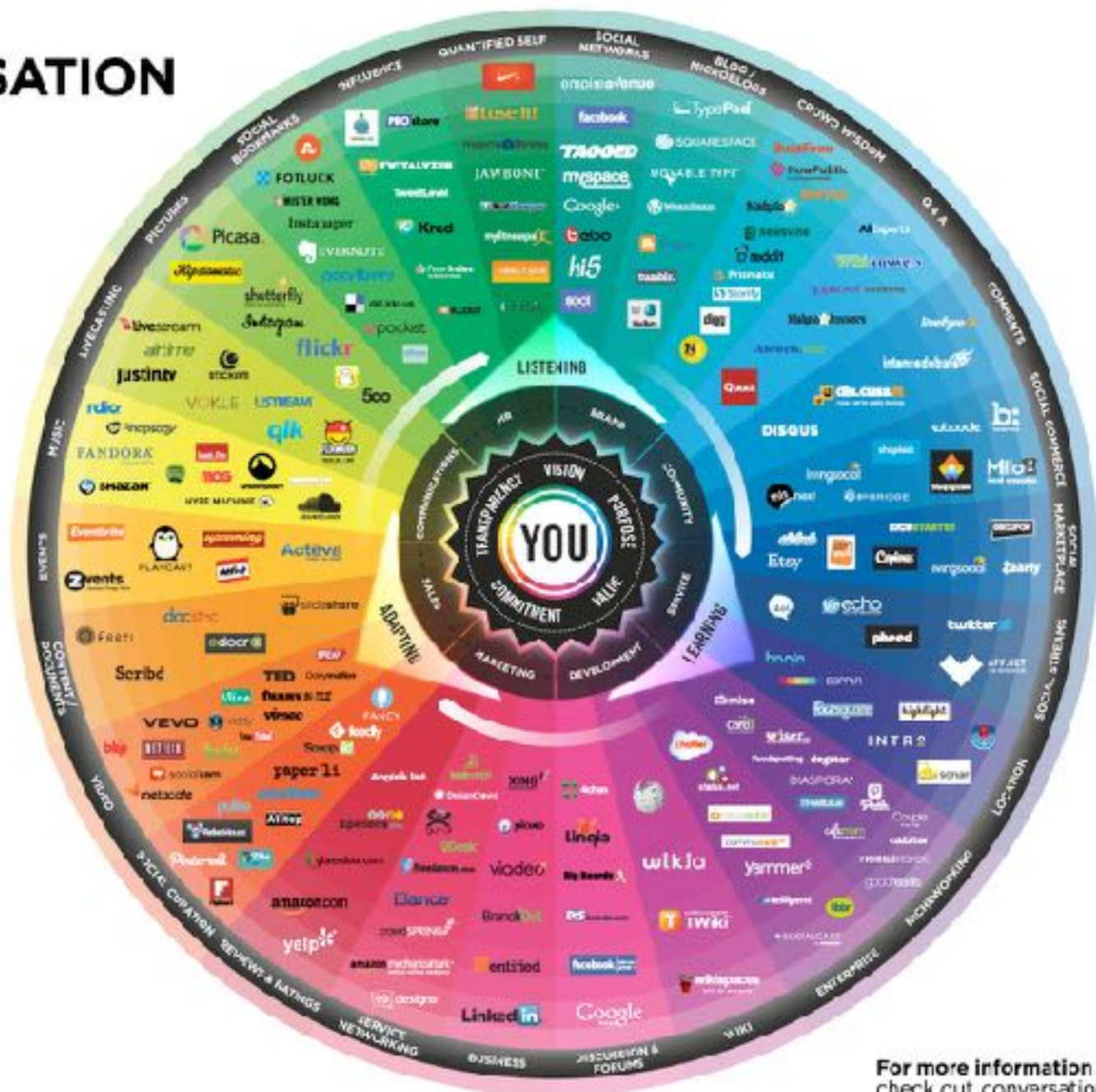
Communicate your value

- Business cards
- Email signature
- Resume
- Social media
- Personal website or biography
- Blog or newsletter
- LinkedIn Profile



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Janette Toral

PREMIUM

E-Commerce Advocate, Digital Influencer providing Independent Insights

NCR - National Capital Region, Philippines
Professional Training & Coaching

Current Asian Institute of E-Commerce / AIE College, I-Metrics Asia-Pacific Corporation, DigitalFilipino Club

Previous Ateneo DigitalFilipino Digital Entrepreneur Program, Sun.Star Online, DigitalFilipino.com

Education AIE College

View profile as

500+
connections

<https://ph.linkedin.com/in/janettetoral>

Contact info

Add a section to your profile – be discovered for your next career step.

At my highest value, I deliver
Independent

Profile Strength



All Star

Janette, Get the latest on **Maybank** News, Jobs, and More!



You



Maybank

Visit the careers page for Maybank

+ Follow

Social media is your personal
brand.



Immediately
show your value

Clear roadmap how you are
most likely to solve problems.

be strong & courageous

TRUST IN THE LORD
with all your 
PROVERBS 30

Apple Allison
(Sole Searching Soul)

✓ Friends ▾

✓ Following ▾

Message



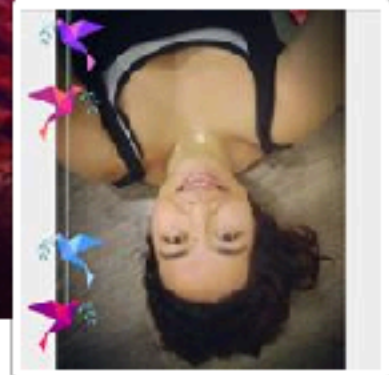
Timeline

About


Friends 119 Mutual

Photos

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Intro

Divinely Directed Victor with Extra Ordinary
#TAAP Dreams who Makes A Difference One Trip
at A Time 

Online Personality at ABS-GBN

Inspirational Storyteller and ASEAN Advocate at
Sole Searching Soul

“I'm an inspiring storyteller. At my highest value I provide insightful experience and deliver expressive influence.” - Apple Allison ,
SoleSearchingSoul.com



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TO BECOME MORE
SUCCESSFUL, DON'T
CHANGE WHO YOU ARE.

BECOME MORE
OF WHO YOU ARE.

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& DIGITAL
MARKETING
LEARNING
MODULES

 e-Commerce
***** BOOT CAMP



LEARN (FREE) DIGITAL INFLUENCER SKILLS & STRATEGIES

- Evaluate your Online Messaging
- Solving Influencer Problems
- Getting True Fans, Customers, Patrons
- 7 Ways to Persuade Online
- How to "Add Value" to Others
- Create a Personal Brand
- Build an Influencer Presence
- Influencer Blogging



By: Janette Toral



ACCESS AT

[HTTP://BIT.LY/DIGITALINFLUENCERPROJECT](http://bit.ly/digitalinfluencerproject)

Module 1: Build your Influencer Brand

- How do you add value to others?
- Fascination Advantage® System Overview
- Build Your Fascination Anthem
- Communicating your Highest Value

Module 2: Influencer Messaging Strategy

- Your Unique Value Proposition
- Your Brand Fascination Profile®
- Addressing Marketing Communication Challenges.
- 42 persona pitch.

Module 3: Influencer Team Formation

- Discover your Team's Fascination Advantage®
- Team Heat Map
- Peak Performance
- Inbound Marketing Strategy

Module 4: Build Market Influence

- Inbound Sales Strategy
- Digital Marketing Playbook
- Customer Profiling.
- Customizing the Relationship Approach.



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<http://bit.ly/fascinatecourse>

by:

Janette Toral

CONTENT
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CERTIFICATION



INBOUND
SALES
CERTIFIED



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