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This was a very interesting Professional Studies lecture and probably one of the most useful in terms of where I am in my career right now. I have always had a problem with trying to sell myself as an individual and a young professional. I guess it is a very English thing to want to downplay your contribution to something or feel very awkward when talking about your achievements or areas you are particularly skilled in. This is why I have always found writing CVs, personal statements and other self-promotional endeavours quite difficult. However, it is very important to be able to sell yourself in this industry, particularly as more and more work is being undertaken by freelancers, with many people jostling for a single opportunity or contract.

Trevor said that it is important to think of yourself as a business or brand, even at this early stage of our professional lives. A brand is not just the idea of a corporate logo, it is an expression of you and how you want people to think about you. It is important that this message is consistent across multiple platforms as it is very easy for a brand to become fragmented over different social networks. Lisa Quast writes in *Forbes* that you must “proactively manage all aspects of your brand, ensuring these aspects are in sync and that they continue to reinforce your brand attributes and market niche” (2013). This is something that we should all be doing as students as creating an online presence and cohesive brand costs nothing but a little time and effort.

In the television industry it is important to create an identity for yourself to help bring you to people's attention, and Trevor said that you will be typecast in certain roles the further your career develops. Once you begin to be identified in a certain specialism, it will become harder and harder to 'break out' of the specific field. This really made me think about my career path and where I want to go in the future. Typecasting is something that seems to be part of human nature and happens instinctively when you work with a group of people for any extended period of time. Even after a year on our course, you already recognise certain people as 'editors' or 'productions', or identify them with certain styles or genres, even though they may have expressed no specific desire to go into that particular area. It seems to me that when creating your personal brand or identity you must think not only what you want to do right now but also what you want to be doing in 10 years time. I wouldn't want to be typecast too early in my professional life and find it increasingly hard to move on as years go by.

It is clear to me that I need to start thinking seriously about where I want to end up in this industry, a decision I have been somewhat putting off and find increasingly difficult to make.

Quast, L., 22 April 2013. Personal Branding 101. *Forbes*. Available from: <http://www.forbes.com/sites/lisaquast/2013/04/22/personal-branding-101/> [Accessed 7 December 2013].

