

Competition

Imposter syndrome

Finance

GPA

Rejection letters

Interview anxiety



Building Your Pre-PA Brand

By marketing yourself effectively, using social media to your advantage, and demonstrating your professionalism, you can level up your professional brand.

Three tips to get started:

Perfect Your Elevator Pitch

Prepare a 30-60 sec. summary that includes who you are, your value proposition, and a call to action!

10 sec

Why PA:

One sentence, your hook.

15 sec

Proof: HCE, shadowing, Service, etc. + skill learned

10 sec

Values: What makes you, you. Principles, skills, traits.

5-10 sec

Specific Ask: Mentorship, shadowing, contact info, etc.

Plug & Play:

Hi, I'm [name]. I'm a pre-PA drawn to the PA profession because [Why PA]. I've built [Proof 1] which strengthened my [specific skill learned]. I've also [Proof 2] where I learned [something that connects to patient care or teamwork]. I value [Value 1] and [Value 2], which I think align with how PAs approach care. I'd love to [your ask].

Polish Your Social Media Profiles

Professionalize your social media into an application extender!



Professional headshot



Highlight your achievements



Build your resume

Show admissions committees why you're the ideal candidate.

Demonstrate Your Professionalism

Build valuable connections to help propel you into your career as a PA.

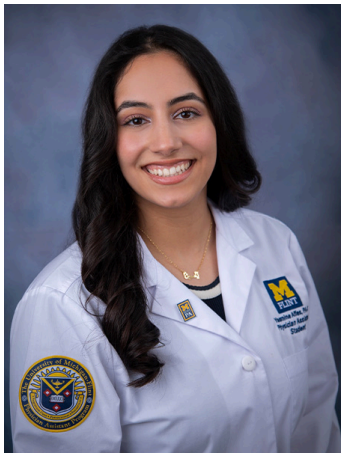
Do:

- Clean up your social media presence.
- Rebuild your brand with intention.
- Follow-up with a short, polite response.

Don't:

- Vent or rant on social media.
- Ghost mentors.
- Be afraid to share what you've learned.

Meet the Hosts



Yasmine Affes, PA-C, AAPA Student Academy President

Yasmine Affes is a recent graduate of the University of Michigan-Flint PA program and just accepted her first PA role as a Urology PA. Born and raised in metro Detroit, Yasmine received a bachelor's degree in sports and exercise science from Wayne State University in Detroit. During undergrad, Affes ran varsity track. Outside of athletics, Affes was president of Wayne State's pre-PA society, and president/founder of "Herd Immunity" club (spreading awareness of vaccine importance). Affes accumulated patient care experience during undergrad as a CNA, medical assistant for a pulmonologist, and COVID-19 tester/phlebotomist in Detroit during the pandemic. While in PA school, Affes was involved in her state chapter class representative for Michigan Academy of Physician Associates (MAPA). Working closely with MAPA, she advocated at the state and national level for bills that help PAs practice to the top of their education and experience.



Laura Hassan, AAPA Student Academy President-elect

Laura Hassan is a second-year PA student at the University of Maryland Eastern Shore. She earned degrees in biochemistry, chemistry, and Japanese from Villanova University, where she joined Delta Sigma Theta Sorority, Incorporated. Later, she completed a Master of Education at Temple University before teaching in underserved Philadelphia schools. Passionate about surgery, she is a student representative for the American Association of Surgical Physician Associates (AASPA) and trained at the University of Alabama-Birmingham Advanced Surgical PA Workshop. Her leadership and service have been recognized with scholarships from the PA Foundation, AASPA, the Area Health Education Center, and the United Negro College Fund. Now AAPA Student Academy President-elect, Hassan is dedicated to strengthening PA student engagement, expanding leadership opportunities, and building pathways for professional growth nationwide.

Additional Resources

- [Huddle](#) — AAPA online member community for PAs, PA students, and pre-PAs
- [Mentor Match](#) — AAPA mentor directory
- [PA School Application and Checklist](#) — AAPA PA school application guide
- [CASPA Applicant Help Center](#) — PAEA general CASPA information and FAQs
- [Pre-PA Record Keeper](#) — AAPA PA school application tool
- [PA Program Directory](#) — PAEA directory of all PA programs and program requirements
- [AAPA Member Central](#) — resources, events, and discounts for pre-PA members
- [AAPA Constituent Organizations](#) — state chapters, special interest groups, and caucuses