

Your Personal Brand

Should you care?

How can you build yours?

Today we'll talk about

What is Personal Branding

Why do you need a Personal Brand

Common mistakes

Personal Branding and Authenticity

How to build your Personal Brand

Your thoughts

What are your thoughts on Personal Branding?

Have you considered your personal brand before?

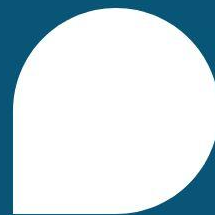
What, if anything, have you done to build your personal brand?

What is getting in the way of you developing your personal brand?



"A Brand is a set of promises and expectations that people have about something they're about to engage with."

UNKNOWN



"Your personal brand is what other people
say about you when you leave the room.
It's your professional reputation."

DORIE CLARK

Simply put, your personal brand is at the intersection of your reputation, ie how others see you, and how you see yourself.



Talks
at
Google



Why should you care? How can a personal brand help you?

Clarity - being clear on your purpose helps you be consistent in your pursuit of that purpose. This helps others to see you with clarity too.

Differentiation - Stand out from the crowd, use your uniqueness to your advantage!

Trust - a personal brand, built well, helps you be more relatable to others, which in turn helps to build trust more quickly

Opportunity - being well-trusted leads to increased opportunity.

Ignore your brand at your peril



BRANDED OR BE BRANDED

If you do nothing, others will make
up their mind for you!

What a personal brand is NOT – common mistakes

Trying to be everything to everyone

Reliance on past achievements and credentials/qualifications

Competing/comparing with others

Ignoring your connections and associations

Not using your story

Inconsistency

Trying to fit in to please others.

Lack of Clarity on who you are and how you want to be seen

Your brand in your hands



Who are you?

How do you see
yourself?



How do you
want to be
seen?

How do others
see you?

Brand challenges to overcome by building a strong brand

- Overcome distractions that keep people from connecting with your ideas
 - *Grab the attention early - use your unique quirky self*
- There's a lot of competition out there. How can you stand out from the crowd.
 - *There's a lot of 'best practice' advice but that makes for 'samey' outcomes.*
 - *Mix best practice with your unique skill/trait/strength combination*
- Build relationships where you can build contextual understanding so it becomes easier for people to engage with your ideas.

Personal Brand and Authenticity

How you are

- Being
- Doing
- Feeling

VS

How you want to
be seen

Personal Brand and Authenticity



Build authenticity in at the foundation of your brand

Then be consistent!

“Start from ground up with your own experiences, your own passions, the things that matter to you”

Dorie Clark

Authenticity that works

Crucial to building a good personal brand is and having authenticity at its core is

NOT how others see you

NOT how you want to be seen

INSTEAD

It's how YOU see YOURSELF

DO YOU BUY INTO YOUR BRAND? That's another level of authenticity

Vision



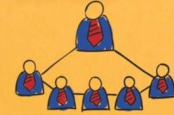
Authenticity



Personality



Value



Differentiation



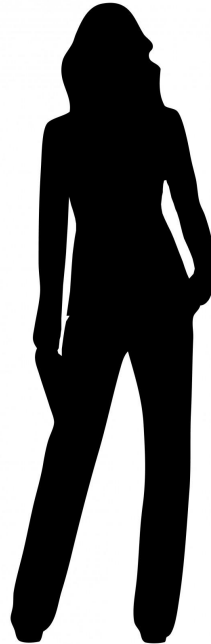
Commitment



**BRAND
IDENTITY**

Step 1 – Foundations

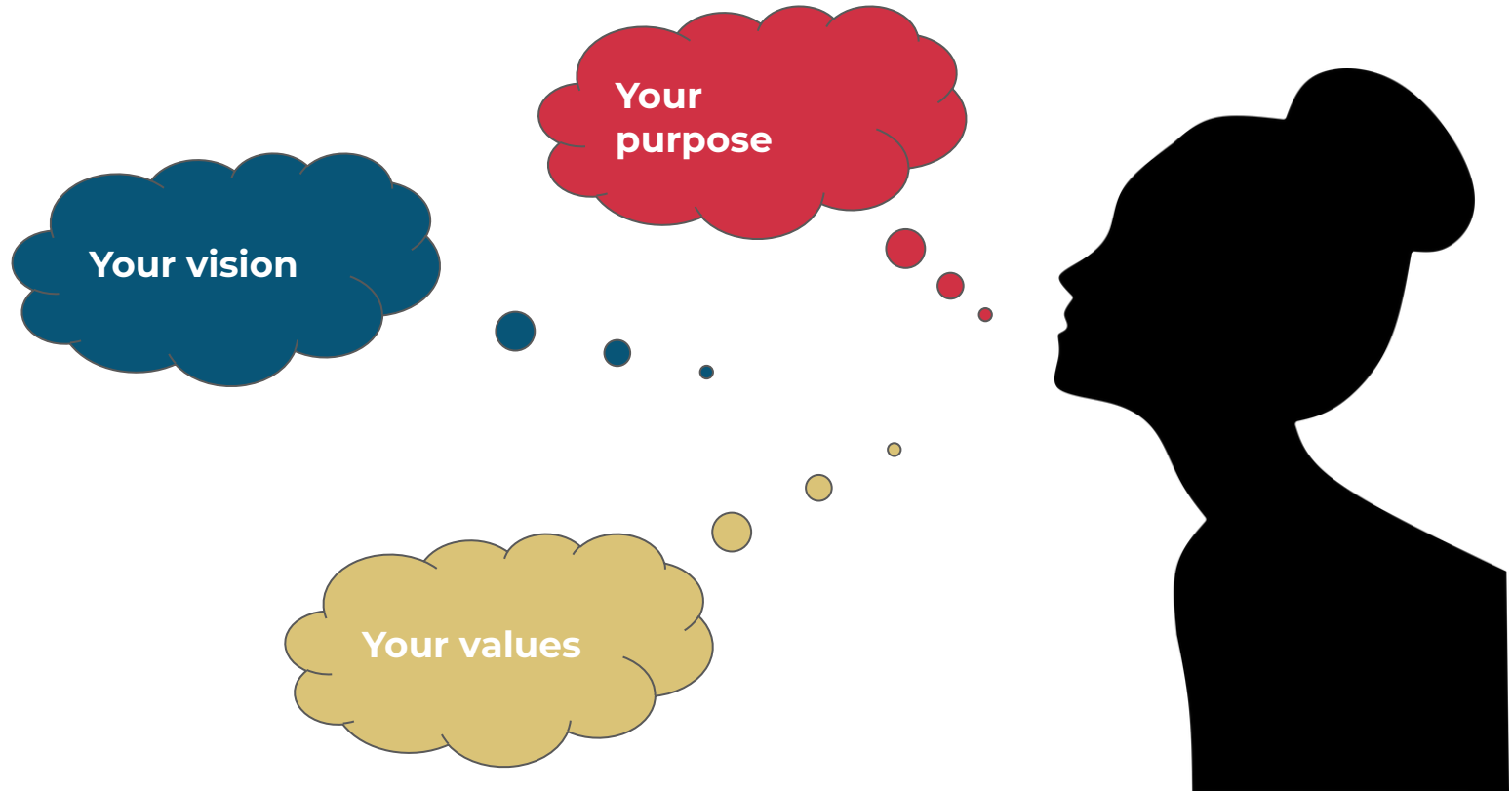
The basics... The facts about you!



Step 2 – What makes you... You!



Step 3 – What you are about



Books and resources

Reinvent You – *Dorie Clark*

How the World Sees You – *Sally Hogshead*

Building a Story Brand – *Donald Miller*

Reinvent Yourself – *James Altucher*

Communicate to influence – *Kelly Decker, Ben Decker*

You do You – *Sarah Knight*

Books and resources

<https://youtu.be/s3B7OeEHGRo> Brian Tracy Personal branding

<https://www.youtube.com/watch?v=hEeXeblddSo> Dorie Clark

<http://www.youtube.com/watch?v=lbJtuaFebtA> Seth Godin

<https://www.entrepreneur.com/starting-a-business/the-10-biggest-mistakes-in-personal-branding/284944>

<https://www.forbes.com/sites/theyec/2021/01/21/nine-common-mistakes-people-make-when-building-their-personal-brand/>

<https://digitalmarketinginstitute.com/blog/10-steps-to-building-your-personal-brand-on-social-media>