

# Personal Branding

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1

# Overview

## Personal Branding

- What is Personal branding?
- What are the elements of branding?
- The 4 “C”s
- How to create a personal brand?
- Will your brand sell?
- Ways to sell your personal brand
- Places to show your brand
- Conclusion

# What is Personal Branding?

- Perception of **YOU** and **YOUR VALUE** to others
- Your Brand makes you **Unique**
- Your Brand is your **Identity**
- The “Buyer” is looking to your **Brand** for:
  - Confidence
  - Consistency
  - Distinctiveness

# Why is Branding Needed?

- Creates your **Identity** and makes you **UNIQUE**
- It sets you **apart** from the crowd
- Enables others to **remember you**
- It makes you a “**Go To**” person
- Branding creates a **status for you** of:
  - Quality
  - Reliability
  - Knowledgeable

# Personal Branding Elements

- **Appearance**
  - Clothing, attractiveness, grooming
- **Personality**
  - Based upon your actions and behavior
- **Competencies**
  - Your technical skills
- **Differentiators**
  - What makes you unique?
- **Perception** by others of you

# The 4 “C”s

- Your personal brand requires:
  - **Clarity** – tells other who you are and are not
  - **Consistency** – need the same message in all communication channels
  - **Constancy** – always be visible to your targets
  - **Commitment** – you must be persistent - time is needed to create your brand
- Out of sight – out of mind
- Telephone game

# How to Create Your Brand?

- Define your vision
- Identify your core values – Likes – dislikes
- Establish short and long term goals
- Promote your skills that makes you unique
- Highlight your personal traits that make you standout
- Analyze yourself – strengths & weaknesses
- Manage your profiles on-line and off-line through consistency in your correspondence and messages

# Will Your Brand Sell?

- Define opportunities that are open for you
- Identify businesses and vertical markets that would utilize your skill sets (i.e. banking, healthcare, technology)
- Select your target audiences
- Identify would be “competitors”
- Determine reasons **YOU** differ from potential competition
- Find channels where you will convey your differences
- Get Feedback from others

# Ways to Sell the Brand “YOU”

- Positive attitude
- Make others feel that they want and need you
- Get involved in business/ private community
- Be a “**giver**” - you will be rewarded later
- Write articles
- Personal cards, badges, logo-use
- Create a website
- Use online strategically - outgoing signature and message on emails, newsletters, blogs

# Where do people find your Brand?

- Meeting you in person
- Social networking sites – Facebook, LinkedIn, Twitter, etc.
- Your personal and business website
- In print – Newsletters, articles, brochures
- Recommendations from others

# Conclusion

- Branding is Perception of Your Value
- Manage your personal brand like you would a corporate brand
- Formulate a Plan with your objectives
- Branding is created through the 4 “C”s
- Branding need reinforcement
- Consistent message – online & off-line
- Monitor your progress – let go of underperforming activities
- Do more of what works well!

# Thank You

- Questions & Answers