

Personal Branding

Presented by:

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What is a Brand?

A brand is the emotional or psychological connection one develops with a service, product or person.

Connection

Great brands are created in the minds
Of the people that associate
and connect with them.

People connect with people.

Why Branding Is Important

Research indicates:

- 75% of buying and business decisions are based on emotion and connection
- Most people will make a decision about you in the first 30 seconds of meeting you
- A strong brand image will boost your stock price by an average of 5-7%
- Developing a strong personal brand during a recession will bring a bigger return on your dollar

Personal Brand

Personal branding is a marketing strategy focused on your most important product: **YOU!**

A personal brand works the same way as a traditional brand.

- **It has a clear set of values**
- **A clear point of differentiation**
- **A vision and a mission**
- **A marketing plan**

It's In Us

- Everyone has a personal brand, if you talked to someone, met with them or worked with them
- All interactions you have with people make up your personal branding
- Anyone can build a strong brand
- It doesn't matter about personality, introvert or extrovert
- **Branding is:** Meaningful impressions that connect you to another

Enhancing and using what is already there

- Its about utilizing and building upon those special qualities, the connectors...that enhances and grows your personal brand
 - your key points of differentiation...
 - your values and distinctive QUALITIES *to make the difference*

Its Not All About YOu.

- *Its your brand but its all about the audience, their reaction and connection to you.*
- *You can have slickest site, the best logo but without the connection there is no real brand.*

Branding vs. Image

Many people confuse Branding and Image

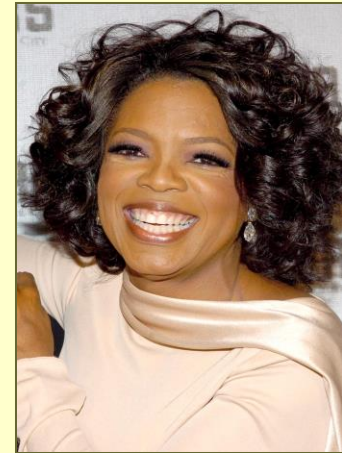
Image is Projection

- a look ...usually only skin deep
- it is momentary and must constantly be renewed
- Can enhance a brand but does not make a brand

Branding is authentic communication

- it is living
- It is a relationship, a connection

Top Personal Brands



Three of the most memorable personal brands.

They became distinctive and remarkable...

Why?

The Queen Brand

1. She has been a stable embodiment of the Crown
2. She has defined the role of a monarch . . .working for the people
3. She is one of the most recognized women in the world.
4. Her brand is current, ever evolving, yet true to those she serves and her core values
5. She works at her brand
6. She is considered an enduring, resilient, light representing both her country and family heritage

Mother Theresa

We related and connected with her because she did what our conscience wanted...

- She was a powerful communicator through her actions Alleviating pain, hunger, loneliness and suffering in the last century ... In the process she became, indisputably, the conscience- keeper of her century
- No one icon has improved the Catholic brand as much as the small woman who founded the Missionaries of Charity.

She represented the qualities and values society holds dear

Oprah

- She made it a personal dialogue, a confession and showed compassion . . . *Friends have a dialogue, share secrets and take support and help each other*
- She makes us think, she relates to us and we with her.
- She has supported her believes
- She has used her fame for good
- Other media personalities have tried to emulate her personal brand strategy. So far, no one else has been able to match her ability to make women laugh, cry and dream about how to "live your best life."
- She has learnt the difference between image and branding

You And Your Brand

Building a personal brand is an investment in **YOU!**

It will help you evaluate yourself and your goals.

It will help you discover your talents.

It is work, but you deserve it!!!

Competing or Differentiating

Being different is unique it distinguish a person from the competition.

It allows a brand to rise above the clutter.

Competing is costly, in time, money, and puts you in the pack.

Key Steps to a Personal Brand

1. Self Investigation

2. External Investigation

3. Determining your brand strategy

- What is your goal
- Your brand promise . . . Your points of differentiation
- Your brand personality . . . Tone and manner of your brand

4. Your Plan

- A roadmap for your personal brand

5. Benchmarks

- How is it working

First Step Is Often the Hardest

The first step in the personal branding process is to spend time figuring out: **YOU**

Who you really are and

- What you want from your life.
- Similar to traditional branding we need to examine our strengths, weaknesses, opportunities and threats. . . SWOT analysis
- What do I like to do and not do
- Do I want to invest in a personal brand

Often, this self-analysis is the hardest part.

Second Step

Investigation: What others know or think about **YOU**.

Ask Friends

Ask Colleagues

Who do you want to emulate...but not copy...discover their secrets

Google yourself and read what is out there

Google associates you admire

How does this correspond with your ideas?

Check It Out

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- Shows approximately 7 pages
- Linked In is first
- Articles, conferences, press-releases, reports
- Mine shows a broad range of connections
 - Financial fei, ACG
 - Lawyers and healthcare even Horseracing
- The web is a living advertisement for your personal brand... it also shows who you are associated with.
- Mary Meffe knows me
- Line Trudeau knows me

Three C's

You must always ensure that you practice and ensure that you complete the three C's in all you do when building a personal brand.

- **Competency**
- **Connection**
- **Consistency**

After The Initial Investigation

Identify and make note:

Your goal

Your offering

Whom you want to know about you?

- This is your Target audience...people who will readily connect with you

What you want to them to know?

- This is your strengths, values and what you want to market about yourself

A Roadmap

Planning is essential.

The next step is developing a plan on how you are going to do this.

The SWOT analysis will help to identify where the best opportunities lie and what pitfalls may face you along the way.

Like anything in life the roadmap helps you focus and assists you to stay organized and on track

HOW DO I DO THIS?

Example

- **What would you stand for?**
 - Personal Centre of Excellence for small business
- **What is your points of differentiation?**
 - Tax accounting
 - Helping small business
- **What are the characteristics of the brand.**
 - Engaging
 - Approachable Expert
- **Where would we find it?**
 - Online
 - Published articles
 - Speaking engagements

Building a strong personal Brand

A personal brand is built on your true self so be aware that the totality of your actions makes up your brand.

1. Commit to your brand: mission, vision and values
 - Be authentic...know your strengths, weakness, opportunities and threats
2. Create a signature a definition of who you are
3. Consistency, competency, in your messages and executions,
4. Market your brand – create the roadmap
 - Define you market
 - Use your strengths
5. Engage community and be in the community
6. Live you brand...it is you

Conclusion

- Look at your personal brand as an investment
- Set goals for your branding process and results.
- Try to be personally ubiquitous without over-stretching or over-exposing yourself.
- Keep your brand fresh.
- Continue learning and updating your knowledge both professionally and about the market you serve
- Get people talking ...word of mouth is still the best form of validation

Conclusion

**Personal Branding is YOU taking control
of YOURSELF!**

If you don't others will and they will not always
represent your brand truly

Know it

Show it

Use it

Thank You