Personal Branding

How To Stand Out & Differentiate Yourself



Enlightnmet workshop series

WEGBIZ

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21+

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WHAT IS A brand?



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what is a BRAND?



a STRONG BRAND *is:*



- **CONSISTENT**
  fulfills expectations every time
- **COMPELLING**
  provides reasons to choose you over others
- **CLEAR**
  people "get" you in a glance

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Brand elements

A brand is an overall experience that a consumer has with a company



Māris Prindulis
balts.info

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“People are like diamonds, they have a basic market value, but it is only after they have been polished, that the world will pay their real value….”

William Thourlby

Do You Have a Brand?

Whether you like it or not, you are branding yourself. The concern is whether the brand is a positive one or not. It is therefore expected of every aspiring achiever who wants to make an indelible impact to first of all create and maintain a good brand.

~ Israelmore Ayivor

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You have a brand whether you are aware of it or not!

Your Life Experiences



Your Point of View and Actions



The Way Others Perceive Your



Your Default Brand

Defining Your Personal Brand

What are your core values? What are your strengths and acquired skill sets?

What obstacles have you faced and beaten?

What inspires you?

What sets you apart?

In what direction do you see your business going?

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"Your personal brand is what differentiates you from others."

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BRAND
YOU
Your Image
Your Mission
Your Values
Your Vision
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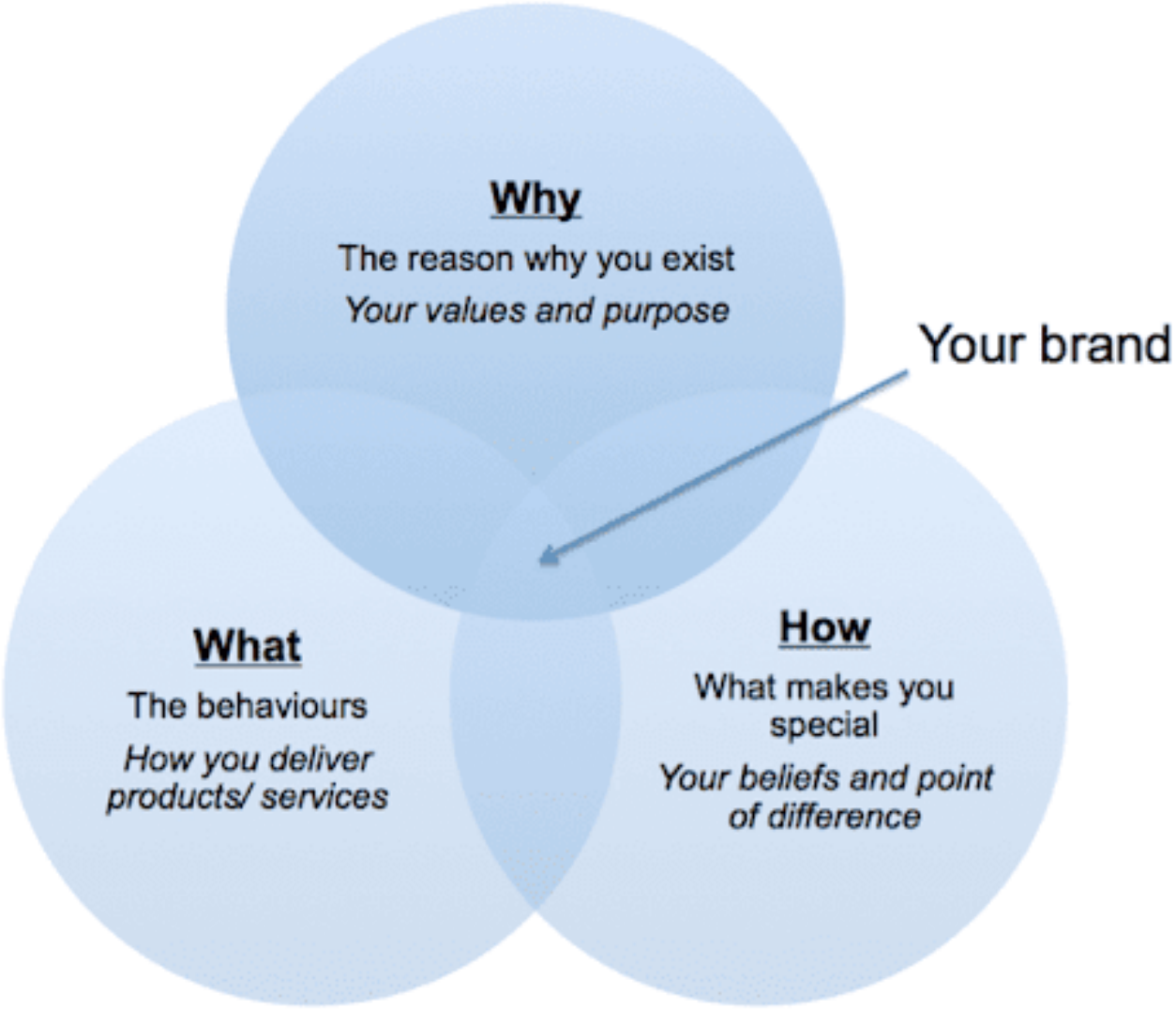

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Bases for Your Brand



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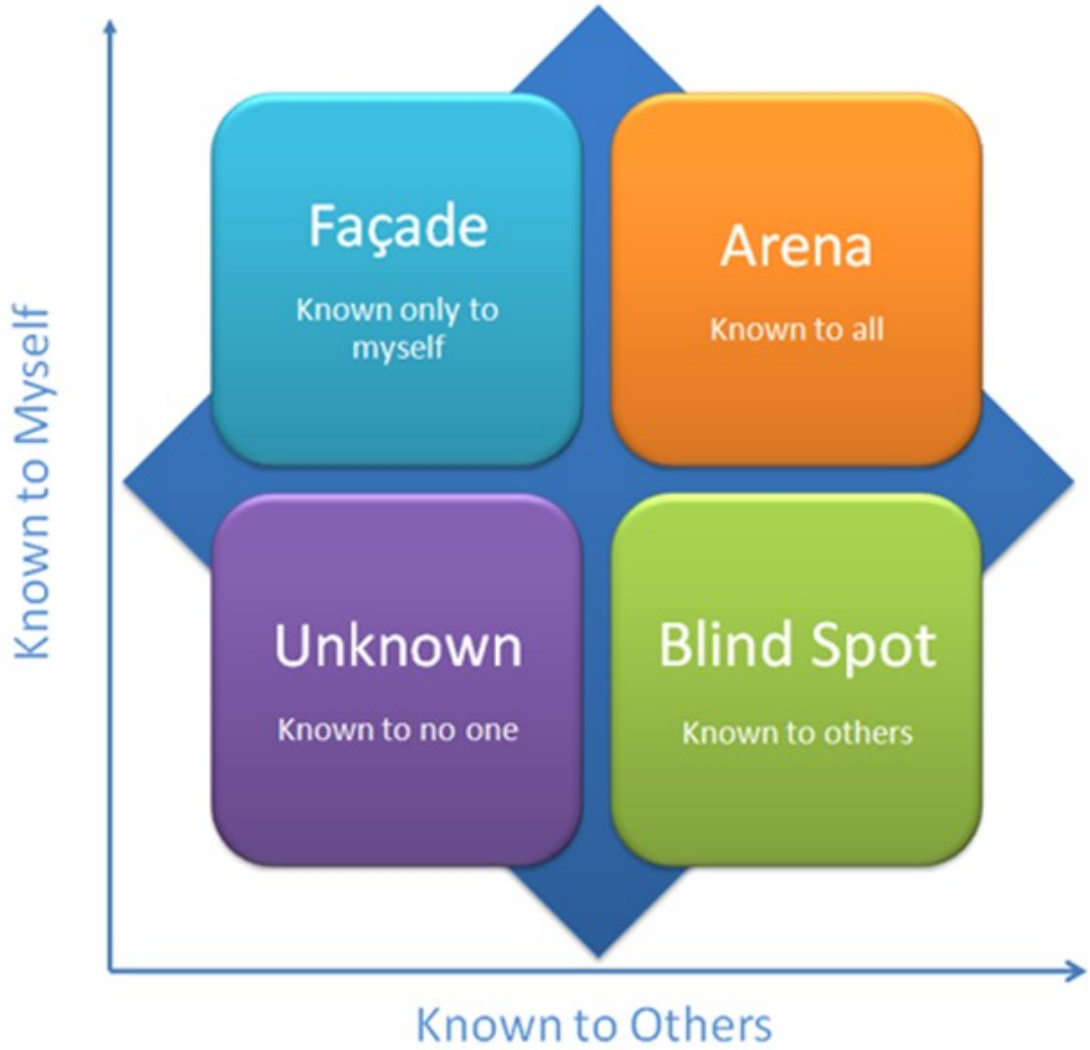
Johari Window



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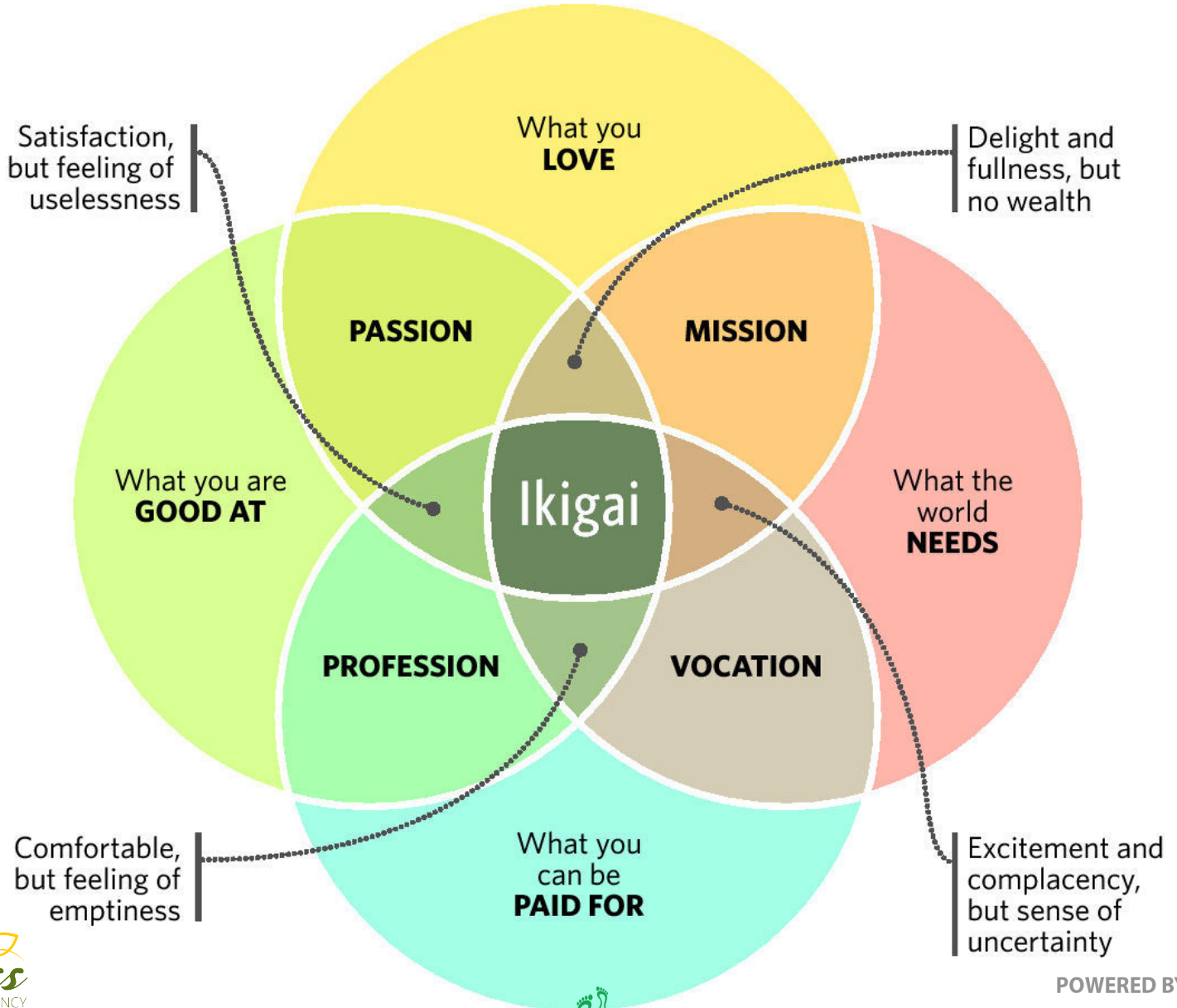
Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



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SOURCE: dreamstime

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TORONTO STAR GRAPHIC

WHY IS PERSONAL BRANDING IMPORTANT?

Personal branding is important because building a unique, well-recognized, and respected brand adds tremendous *value* and can create a significant *competitive advantage*.

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facebook
Blogger
twitter
flickr
tumblr.
yelp
Like

What's your **personal brand**?



https://www.h2huniversity.com/take-the-personal-brand-quiz



Altruists are individuals who are highly recognized for their commitment to helping others. These are people who not only dedicate themselves in terms of actions, but also with regard to being mindful with their personal relationships.



Careerists are people who are have shown a preference for professional advancement above all other personal achievements. More often associated with business-related networks.



The early adopter branding refers to a recognized subculture of progressive individuals who embrace individuality above all else. Although the term has existed since the Jazz age, modern early adopters are often associated with being the first to try new things and share them with others.



The boomerang brand type refers to people whose brand is closely identified with controversy. In many cases, they do not necessarily agree with the content-choosing to pass on the information for the potential of being seen as provocative.



Connectors are people who pride themselves on their ability to bring people together. These are usually the individuals who are well connected and openly use their network to unite. Typically creative, they obtain validation and satisfaction through others.



The selective is a person that shares information with specific people. They usually carefully curate information based on general needs and interests of the target audience. They value exclusivity and are largely viewed as being informative and resourceful.

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The Keys to Successful Personal Branding:

Be Authentic, Be Consistent and Be Seen!



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THE PERSONAL BRANDING CANVAS

Write your name
DESIGNED BY

Why do you want to do Personal Branding?
GOAL

SKILLS
(What you can do)

What talents, skills and know-how can you claim?

LIST THE MOST IMPORTANT AND RELEVANT:
- Innate talents
- Technical skills (specific to your Offering)
- Other skills (emotional, organisational, social, etc.
- Know-how, expertise, domain knowledge (specific to delivering your Offering)

IDENTITY
(Who you are)

What makes you a special person in the eyes of your Audience?

CATEGORIES:
- Age, relevant physical traits
- Personality traits
- Acquaintances, network and special relationships
- Personal and professional history/heritage
- Stories and personal anecdotes you like to tell
- Idiosyncrasies, dislikes, people and things you hate and/or fight against, personal crusades
- Culture, interests, passions, causes you believe in
- Beliefs, personal challenges, ambitions, values
- Purpose (the ultimate reason behind your actions)
- Vision (who you would like to become in the mid or long-term future

ARENA
Where are you competing, what is your market or category?

OFFERING
(What you give)

Describe your profession or type of services you offer and detail your specific approach if you have one.

ELEMENTS:
- Profession (job title, role name, special tasks, services, etc.)
- Approach (specialized in, focused on, multidisciplinary, unconventional, tailored, innovative, etc.)
- Customer relationships style (physical presence, remote, self-service, personal assistance, etc.)
- Sales and purchase process (price range, payment methods, etc.)
- Type of employment contract (if applicable and relevant)

REASONS TO BELIEVE
(Why you are credible)

What makes you trustworthy to your Audience?

LIST ONLY FACTS THAT YOU CAN PROVE:
- Professional experiences, portfolio
- Professional results, ranking, prizes
- Media coverage, important media quotes
- Written opinions and/or endorsements by renowned people
- Diplomas, certifications, internships, academic results
- Roles in associations, voluntary work
- Nationality, experiences abroad
- Academic roles, publications (books, articles, etc.)
- Intellectual properties
- Initiatives and/or projects
- Social media numbers
- Objects, assets, resources, facts

Etc.

PROMISE
(So what)

What do you promise to your Audience?
What problems should they believe you could solve?
What desires should they think you could satisfy?
What kind of emotions should they feel while dealing with you?
What kind of person or organization will you inspire them to be?

BENEFITS:
- Functional (problems solved, reduced risk, lowered costs)
- Emotional (feeling more: safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (optimized or changed experiences, increased convenience or usability, improved performance)
- Cultural (the ideas that will be learnt, embodied values)
- Social (feling more: recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Self expression (the kind of image they will be able to communicate)

POSITIONING
(Why you)

What distinctive element do you emphasize in order to be considered by your Audience?

CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT FROM THE FOLLOWING OPTIONS:
- Values (the special and inspirational ideas you believe in that influence all of your doing)
- Resources (the special things, technologies or assets you leverage)
- Offering (your special approach, the distinctive aspects of what you offer)
- Skills (the things you do particularly well)
- Target (the specific groups of people or organizations you focus on)

COMMUNICATION
(How they know you)

How do you become known by your Audience?
How do you create a strong relationship with your Audience?
How do you underline your Positioning?

BENEFITS:
- Personal Image, look
- Visual Identity (logo, graphics, etc.)
- Verbal Identity (bio, CV, slogans, taglines, etc.)
- Tone of voice
- Storytelling
- Books, Publications
- Partnerships, Sponsorships, Advertising
- Press, Media, Public Relations, Networking
- Events, Contests, Presentations, Public Speaking
- Digital Marketing, Social Networks (Linkedin, Twitter, etc.)
- Recruiting platforms

Etc.

COMPETITORS
What kind of people, services or products are you compared to?

AUDIENCE
(Who needs to know)

Who are the most important groups of people you target to achieve your goals?
Who influences them?
In what places or communities can you find them?

CATEGORIES:
- Customers, customers' customers (if applicable)
- Employers, employers' customers (if applicable)
- Teachers/professors, mentors
- Managers, colleagues and/or former colleagues
- Recruiters, Headhunters
- Your personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Users, followers, fans
- Communities, centres of influence, Institutions, Associations
- Public opinion

Etc.

INVESTMENTS
(What you need)

In what activities, resources and/or partners do you invest in order to successfully Brand yourself?

DETAIL AND QUANTIFY HOW YOU INVEST IN:
- Assets, personal time and physical resources (e.g. daily time dedicate to social media)
- Marketing, communication (e.g. frequency of posts in a month)
- Suppliers, consultants, partnerships (e.g. web designer, coach, etc.)
- Training, education, courses (e.g. executive masters, public speaking classes, etc.)
- Intellectual property development

Etc.

RESULTS
(What you get)

What results do you get through Personal Branding?

TO BE:
1. Known: they know about you and/or recognise you
2. Understood: who knows about you, understands what yo do and what you offer
3. Valued: who understands what you do, gets how you can help
4. Considered: who has valued you, gets your Positioning and considers you as one of the possible options
5. Chosen: who has considered you, like you and chooses you over others
6. Confirmed: who has chosen you, confirms you over time (loyalty)
7. Recommended: your Audience recommends you to others and spreads the word about you (e.g. online)

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BIGNAME Your People.

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