

BUILDING & COMMUNICATING
YOUR (personal) BRAND

businesses are competing for dwindling resources to carry out their services and or products.

A solid brand identity helps tell your story.

It sets expectations, gains attention, fosters relationships and ***ultimately helps ensure long-term survival.***”

What is a Personal Brand?

A personal brand is ***how you promote yourself.*** It is the unique combination of ***skills, experience, and personality*** that you want the world to see you. Your conduct, behavior, spoken and unspoken words, and attitudes.

You use your personal branding to ***differentiate yourself*** from other people, businesses and brands

BRAND PERCEPTION

SO, IF YOU'RE A WALKING BILLBOARD.

What are you advertising?

What are you advertising by not saying a word?

Are you considered “expensive?”

Or are you considered “cheap?”

What is the ***PERCEPTION ABOUT
YOUR BRAND?***

Here's why that matters

“A brand is a gut feeling about a product or service.

It's not what you say it is.

*It's what **THEY** say it is.”*

-Marty Neumier, author of The Brand Gap

That means, every time another competitor enters the marketplace, and offers something similar, but for less, you have a choice to make:

Change your price.

Or alter your perception.

*Control the **NARRATIVE***

*Control the **PERCEPTION***

*Is your current branding helping
or hurting that big picture you
want to portray?*

- Are you attracting your **Ideal client/customer**/reader?
- Is your social media **growing** organically and steadily?
- Are you confident with your **current brand image?**
- Does your brand portray your **values, passion and purpose?**

branding disciplines

DIFFERENTIATE

Our brains act as filters to protect us from too much information. We're hardwired to notice only the things that are different.

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COLLABORATE

Like making a movie, building a brand is a collaborative project. $1+1=11$. Why? Because the mathematics of collaboration is nothing less than MAGIC!!

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INNOVATE

Creativity is where you can make a mark for yourself in the market. How do you know when an idea is innovative? When it scares the hell out of everyone!

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VALIDATE

Validation means bringing the audience into the creative process. The old communication model was a monologue. The new communication model is a dialogue.

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CULTIVATE

Brands are like people. If people can change their clothes without changing their characters, why can't brands? The old paradigm was- "Control the LOOK & FEEL of the brand." The new paradigm is- "Influenece the CHARACTER of a brand. If a brand looks like a duck, and swims like a dog, people wil distrust it.

Communicate your value.

“How do we become better than them?”

“What makes us different and special?”

“What do we do that no one else does?”

“What is our purpose/why?”

“What is our vision for our customers?”

Once you know the answer to these questions, you'll have a clearer vision for where you are, and more importantly, where you need to go.

Exercise

WHO

WHAT

HOW

WHY

WHO DO YOU SERVE?

Describe the communities, organizations and tribes you serve. Pick the top 3. Then narrow to the one that resonates the most with you.

WHAT DO YOU DO?

Describe what you do to help others.
Pick the top 3.

HOW?

Describe in tangible terms how you are able to help others. Pick the top 3.

WHY YOU DO THIS?

Describe the emotional, intangible benefits you create for others. Pick the top 3.

PUT IT ALL

TOGETHER

POSITIONING STATEMENT:

I HELP _____ **TO**
Community/Organization/Tribe You Serve

_____ **BY**
What You Do To Help Others (Maximum of 3)

_____ **THAT**
How You Help Others

Why: Emotional Impact You Create