

## Taking Control of Your Personal Brand

Lesley Everett



Just like shampoo, toothpaste, cars and Amazon dot com, you are a brand. The promises implied by who you are and how you behave help people decide whether to choose and trust you.

So you will want a strong, memorable personal brand.

File Number: 2499450

I have some tips for getting started, but first a caveat: personal branding is not about creating an image; it is about authentically projecting your true individuality and personality. Anything less will be transparent. So when you think about personal branding, think inside out. What do you stand for? What is the core you hope will shine through?

### 1 **Make sure it's authentic**

Portray in detail your personality strengths, individuality and values – the combination that makes you memorable. Don't try to invent someone; it could diminish your brand value.

File Number: 5651318



## 2 Define your target market

Who should know who you are, what you do and what you're great at? List the top 100 people who are your target market – people who will help you reach business, career and personal goals.

## 3 Measure perceptions

Ask five people how they see you; and ask for the feedback in three words. The collection of perceptions from others *is* your brand. Do the words match up with how you see yourself? If not, consider how to project yourself more accurately.

## 4 Be crystal clear about your uniqueness



If you were to write your life story to now, what would the title be? What do you really bring to the table? This will help you create a brand statement.

File Number: 1924434

## 5 Improve your exposure

How visible are you among those in your target market? How can you become more visible? Try writing articles, announcing new projects on your web site, sending a gift such as a book, or attending networking events. Think of ways you can become visible while authentically retaining your individuality.

## 6 Find out about your first impression



You have seven seconds to make a first impression. In those seconds people experience your appearance and body indicators followed by the quality of your voice. What does your first impression say about you? Will people pay attention, listen, and stay for more?

File Number: 5263269

## 7 Be consistent

A successful brand is consistent in look and feel. The same is true of a personal brand, in everything from one-on-ones to email. Consistency reinforces authenticity; inconsistency has the opposite effect.

## 8 Pay attention to packaging



File Number: 6228661

Will people in your target market recognise and respect your presentation of self? Is your voice clear and interesting? Is your dress appropriate?

## 9 Articulate your goals

If your goals are unclear, the road to reaching them will also be fuzzy. Write out your goals and post them so you can see them every day. Then make a plan for reaching the goals, including an actions list. The more simple and small the actions on the list, the easier they are to check off and complete.

## 10 Start now

Don't delay. Building your personal brand is fun, and the investment will reap many personal rewards.

## **More on personal branding...**

Argyris, Chris - argues that organisational goals and personal goals of the employees are (usually) in conflict.

Canpol babies - a success story from Poland - Canpol sp. z o.o. is Eastern Europe's most successful baby accessories company with distributors in more than 24 countries. We sent Helen Kelly to talk with Canpol founder Krzysztof Biedrzycki

Career management - top ten tips

Irrational exuberance: the power of branding - what do cattle in 16th century Spain and a Louis Vuitton handbag have in common?

Levitt, Theodore - Levitt's rings, generic and augmented product, companies get caught out by technological change because they think in terms of what they make instead of what the customer wants

Marketing – the Pathway

Mind of the marketer - Irfan Sattar and Azra Maqsood take you through a case study in marketing

Neurolinguistic programming - the concept and the history

Porter's competitive analysis: an example application - applying Michael Porter's thoughts to a specific market, that of lubricants - to show Porter's analysis at work

Presentations and self-presentation – the Pathway

We "Hear" Personality In Computer-Generated Speech And The More It Sounds Like Us, The More We Like It <http://www.sciencedaily.com/releases/2001/10/011001072153.htm> - at Stanford University, research scientists assessed how people evaluated, liked and were influenced by computer-synthesized speech