

Personal Branding

What is Personal Branding

Wikipedia defines Personal Branding as the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact. The term is thought to have originated from an article written by **Tom Peters** in 1997.

A personal brand is a widely recognized and largely uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large. It needs to be compelling to your audience, authentic, consistent, and well-known.

Why Personal Branding Matters

Personal Branding gives you more credibility and puts you out there to get noticed. Use it to demonstrate your knowledge and skills about your areas of expertise. Regardless of your age or professional stage, someone is screening you online. What they find can have major implications for your professional (and personal) well-being.

A strong Personal Brand can lead to the next step: interview, job placement, promotion, partnership, etc. Personal Branding can let recruiters find experts like you with ease. According to CareerBuilder: "More than half of employers won't hire potential candidates without some sort of online presence today."

Where to Use Your Personal Brand

Your Personal Brand should be included on your Resume, Business Cards, Personal Website, and Social Profiles: LinkedIn, Facebook, Twitter, Instagram/TikTok, etc. It must be consistent wherever it's used.

Ways to Build Your Brand

In 2008, **Gill Corkindale**, an executive coach and writer based in London, provided the Harvard Business Review an article providing 11 ways to build your brand:

1. **Rethink the way you view your career.** Don't think of yourself as an employee but as an asset to what you own. Forget your job title. Ask yourself: What do I do that brings value? What am I most proud of?
2. **Reassess your loyalties.** Put loyalty to yourself first. Then be loyal to your team, your project, your customers, and your company.
3. **Be authentic.** Be honest about who you are — your attributes and qualities. If you know yourself, you can promote an honest brand.
4. **Learn from the big brands.** Identify what makes you distinctive from the competition. What have you done to make yourself stand out? What would your colleagues or your customers say is your greatest strength?
5. **Make yourself visible.** Build your profile internally and externally. Ways to do this include networking, signing up for high-profile projects, showcasing your skills in presentations or workshops, writing for internal or external publications, volunteering for committees or panel discussions at a conference.
6. **Be consistent.** Ensure that your message is consistent. If it is erratic, it will undermine your efforts. Everything you do — and choose not to do — contributes to your personal brand, from the way you talk on the phone to the way you behave at meetings or write emails.
7. **Balance substance with style.** Don't forget that the way you do things is often as important as what you do. Do you speak succinctly? Do you command attention? Do you look the part?
8. **Build and manage your marketing network.** Your friends, colleagues, clients, and customers are an important marketing vehicle for your brand. What is said about you will determine the value of your brand.
9. **Learn to influence.** Use your personal power, your role and your network. But use them sensitively and intelligently, or else you will not be regarded as a credible or trustworthy leader.
10. **Seek feedback.** It's critical to keep checking the value of your brand. This can be done by formal methods such as 360 feedback or informally, by asking people around you for honest and constructive feedback on your performance. Another good way to check is to go for job interviews, regardless of whether you wish to change jobs, which will help you test your market value.
11. **Reassess.** Keep checking what motivates you. What's your personal definition of success? Write yourself a personal statement about why you work and check it regularly.

Personal Branding

Personal Brand Statement

A Personal Brand Statement is 1-3 sentences explaining what you do and why you are unique in your field. It sums up your experience, your skills, and your passion so that people can easily understand who you are and what you offer. It should be short and catchy but also contain enough compelling information to convey your value and show your personality.

Your Personal Brand Statement has four parts:

1. The expertise you provide
2. The endgame benefit of your expertise
3. Specifically, who you provide it for
4. What makes you uniquely qualified

Seven tips when writing a personal brand statement:

1. **List your Attributes** – The goal is to find things that separate you from your competition and make you unique.
2. **Choose an Audience** – A statement that is too broad and undirected at any particular group will likely alienate many of your potential employers. Since the purpose of a personal brand statement is to briefly list your primary skills, it is necessary to target the industry where those skills are most useful.
3. **Be Honest** – Do not exaggerate your abilities. Don't say you're "the best" or a "leader in the field" unless you actually are. The brand statement is only supposed to get people interested, and not say everything about your professional career. With a good sentence, an employer will want to know about you.
4. **Make it Memorable** – Do not use excessively large or technical words. The statement of your brand should be something that others can remember easily since you need to be able to use it whenever a networking opportunity arises. Tell it to a friend or significant other one time and see if they can easily recall the entire sentence.
5. **Make Your Self-Impression = Other's Impression** – If you have trouble brainstorming personal skills, ask close friends or co-workers what they think your strengths are. After you decided on a statement, check with a friend to make sure that your idea of yourself matches what others think of you.
6. **Market Yourself** – Have a personal website, or at the very least use social networking sites like Facebook, Twitter, LinkedIn, etc. to reach potential employers and use your professional statement. Make sure to keep it consistent across platforms because using the same sentence every time will help others remember it and associate it with you.
7. **Be flexible** – Personal Branding Statements should be revised at least once a year to reflect changes and advancements in your professional career. In order to be effective, it needs to stay current.

Personal Brand Statement Examples

Darrell Franklin's personal branding statement makes it clear that innovation – an important skill for his role – is a core part of his DNA. He establishes his leadership in his field and shows how his passion translates to direct success with his customers. By showing the value he places on customer relationships, he makes a compelling case for employers to want to hire him and what he values at work.

"Innovation is in my blood...I seek to find ways to adapt when needed and disrupt when possible. For the past 15+ years, I have been at the forefront of digital evolution and transformation as an intrepid business strategist, thought leader, and functional operator, and called on to develop solutions and technologies that have enabled stronger customer engagement, retention, and loyalty."

Andrea Perez uses powerful adjectives to describe who she is and her valuable experience as a consumer marketer. She expresses her excitement for the brands that she has worked for and establishes herself as an employee advocate.

"I'm a modern, fearless, digitally-driven and globally savvy brand / business leader with over 15 years of experience representing two of the most exciting, influential consumer brands in the world. I live for opportunities to deliver game-changing, digital and physical global marketing programs that deepen consumer connections, accelerate revenue and drive brand growth."

Personal Branding

Find Yourself Mentors

You do not have to go through this process alone, so find mentors. It is much easier to test your ideas on somebody else than it is to work alone in a silo. Most successful people have had others help them.

Mentors act as confidants offering direction and options. However, you make your own choices. Your mentors do not tell you what to do. They are there to give you guidance as you make your decision.

To be successful, you will need to take any help you can get. As you become better known, you will gain access to successful players in your field. Many of these people will be happy to help and guide you.

What Is Your Personal Brand Quiz

Below is a link to 10 question Personal Brand Quiz from Glassdoor that you may be interested in taking. The goal is to help point you in the right direction in finding a Personal Brand that aligns with your character and career goals.

<https://www.glassdoor.com/blog/what-is-your-personal-brand-quiz/>

Resources

Below are the resources that supported the above content as well as other resources providing more insights on Personal Branding.

Harvard Business Review is a general management magazine published by Harvard Business Publishing, a wholly owned subsidiary of Harvard University. HBR is published six times a year and is headquartered in Brighton, Massachusetts.

- **11 Ways to Build Your Personal Brand**
<https://hbr.org/2008/03/11-ways-to-build-your-personal>
- **The Return of the Personal Brand**
<https://hbr.org/2008/02/the-return-of-the-personal-bra>

Influencer Marketing Hub is a private media company based in Copenhagen, Denmark. The company specializes in producing how-to guides, courses and research reports in the social media and influencer marketing industry.

- **What is Personal Branding [Free Personal Brand Health Checker]**
<https://influencermarketinghub.com/what-is-personal-branding/>
- **Personal Branding 101**
<https://influencermarketinghub.com/personal-branding-101/>
- **The Ultimate 8 Step Guide to Personal Branding**
<https://influencermarketinghub.com/personal-branding-guide/>

BrandYourself is a US-based online reputation management company that provides software and services to help businesses and individuals out-rank negative search results with new content and websites. It also provides guidance on Personal Branding:

- **The Definitive Guide to Personal Branding**
<https://brandyourself.com/definitive-guide-to-personal-branding>
- **Personal Brand Statement Examples & Tips**
<https://brandyourself.com/blog/how-to-personal-brand-statement-7-winning-steps-to-creating-one/>

10 Personal Brand Statement Examples for Inspiration

<https://everyonesocial.com/blog/personal-brand-statement-examples/>

7 Tips for Using Your LinkedIn Profile as Your Personal Branding Website

<https://www.entrepreneur.com/article/398845>

What Is a Personal Brand? and How Do You Show It off in an Interview?

<https://www.topinterview.com/interview-advice/what-is-a-personal-brand>

An Exercise to Build Your Personal Brand



BRANDING STATEMENT

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Branding Attribute:

Situation/Action/Result Story:

Branding Attribute:

Situation/Action/Result Story:

Branding Attribute:

Situation/Action/Result Story:

Personal Branding

Branding Attribute:
Situation/Action/Result Story:

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Situation/Action/Result Story:

MENTORS / PERSONAL ADVISORY BOARD

Name	Contact Info (email/phone)	Relationship

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Personal Branding Workout

Personal Brand Statement

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Determine Brand Competencies & Skills

List your Attributes – The goal is to find things that separate you from your competition and make you unique.

Create SAR Stories for Competencies & Skills

Listing moments when others recognized you and your work publicly

Thinking of times other people acknowledged your work privately (remember the adjectives people use to describe you)

Review Summation

Review for cohesiveness and does the Branding Statement reflect your competencies and skills?

The Workout

<u>Date</u>	<u>Time Segment</u>	<u>Activity</u>
	60 Minutes	Draft Personal Branding Statement
	90 Minutes	Determine Brand Competencies
	60 Minutes	Determine Brand Competencies
	60 Minutes	Determine Brand Skills
	90 Minutes	Create SAR Stories for Competencies
	60 Minutes	Create SAR Stories for Competencies
	90 Minutes	Create SAR Stories for Skills
	60 Minutes	Review Summation