

The Power of a Personal Brand



Presented by Sarah Setterfield

**PERSONAL
BRANDING**



brand (n.)

name, term, design, symbol, or any
other feature that identifies one
seller's goods or services as

**distinct from those
of others**

Your
Personal Brand
- attributes
which
distinguish you
from others



Who you are

What you do

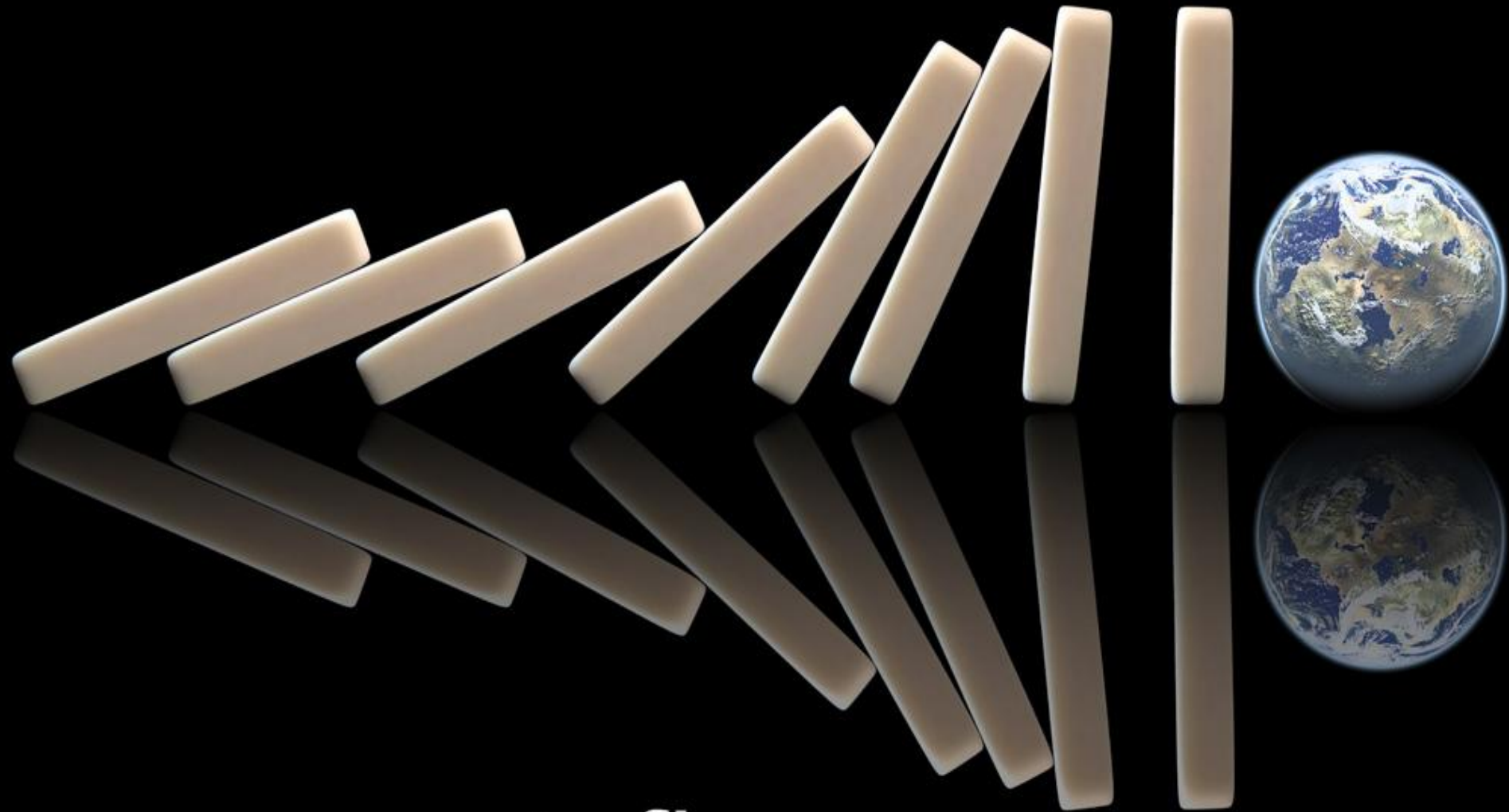


Influences people in your direction

How successful people get jobs (3281 jobs)



Success is ALL about...



Influence

Successful Brands

Google™

You Tube



Successful Brands



Benefits of a **successful brand**

- **Customer loyalty**
 - Only choice
 - We forgive mistakes
- **Price premium**
 - Average, 9 -12% more
- **Can diversify into new markets**
 - We will try something different from them



A successful Personal Brand

- People want to **work with you**
- You can **charge more**
- You can **suggest change** and people will trust you



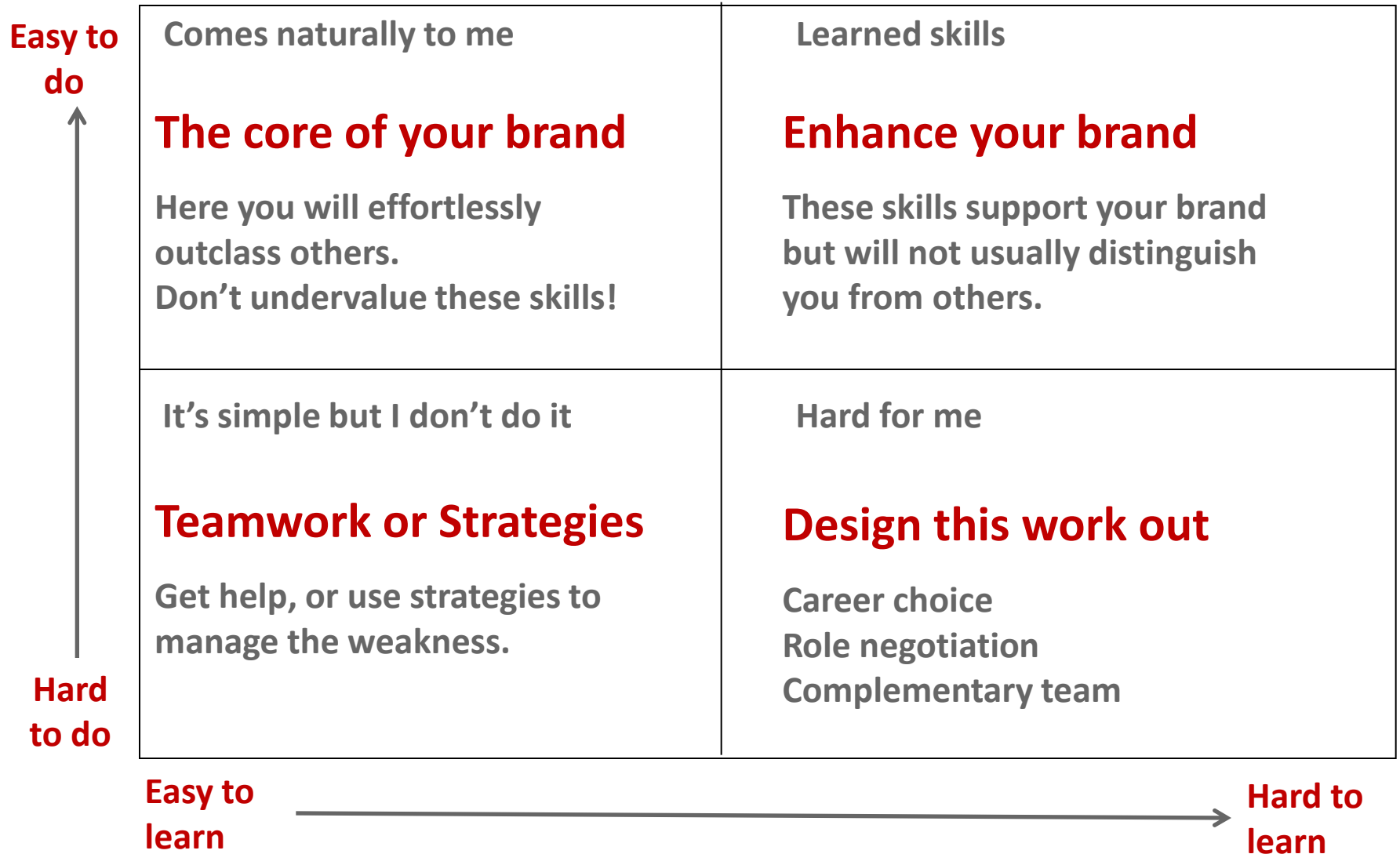


Your **Personal Brand** should let people know:

1. Who you are
2. Why you are different
3. That you are the best choice



Exercise: Your Natural Brand



Brainstorming Your Personal Brand

7 Things You Can do Right Now!

1. Ask colleagues, customers & staff how they see you
2. Make a list of your strongest professional traits & skills
3. Compare your list with what others tell you. How do they differ?
4. List your main competitors and their 'personal brand'
5. List the things that make you different from others in your field
6. Write down the traits you share with your best customers
7. Ask referral clients what was said about you

Is your brand **visible**?

Or is there a gap?



I want to make partner in
the firm I work for

I am professional

I'm a team player

The quality of my work is
one of my greatest assets

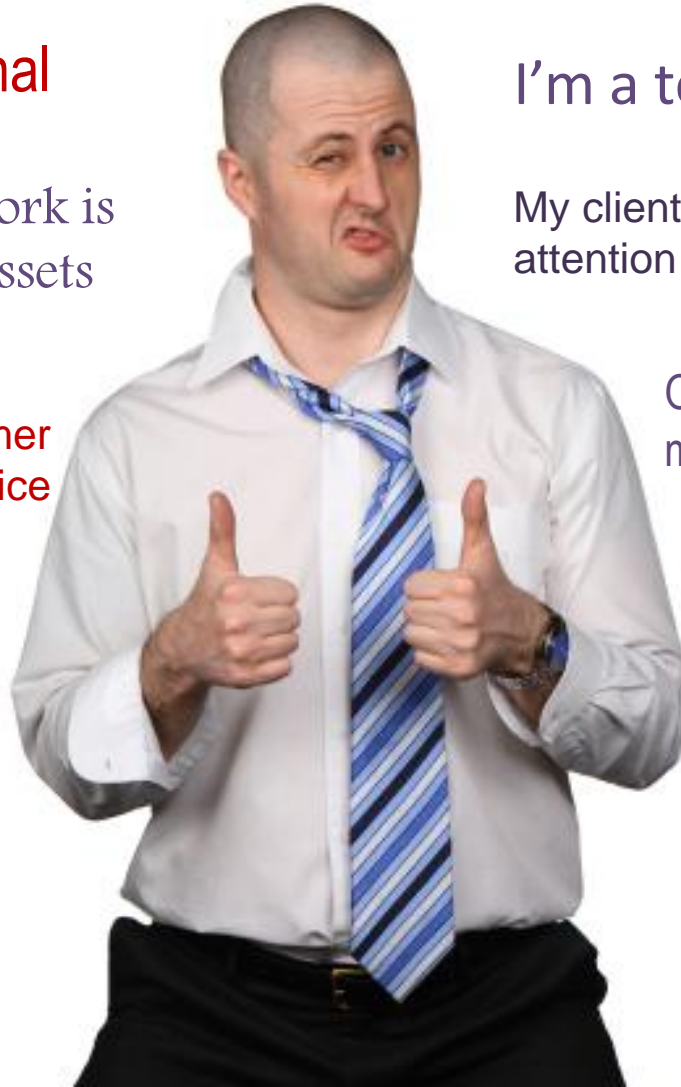
My clients like my
attention to detail

I take pride in customer
service

Outside work I like nothing
more than a round of golf

I'm a very approachable
person

I believe that trust is
the cornerstone to
building successful
relationships



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Lack of Visibility
Diminishes Your
Credibility

Most observable



LOOK



TALK



THINK



ACT



Most important

Answer their questions (3 – 7 seconds)

1. Are you a professional?
2. Are you successful?
3. Can I trust you?
4. Will you understand my needs?
5. Will you do a quality job?
6. Am I prepared to give you my business?

When selling the invisible...

Make it visible!

Remember these two?



Success is 90% visibility!

What steps can you take?



Plan your Personal Brand

What is the
reputation you
want?



Exercise

What do you want people to
think about you?

This is your desired
Personal Brand

A sentence of 7 words to describe your Personal Brand

Some words to help!

Professional • Reliable • Effective • Powerful • International
Amusing • Confident • Knowledgeable • Driven • Distinctive • Friendly
Serious • Assertive • Perfectionist • Easy-going • Sophisticated
Disciplined • Understated • Dynamic • Approachable • Dramatic
Global • Innovative • Thoughtful • Open • Reflective • Impressive
Reserved • Natural • Well-mannered • Modern • Leadership • Patient
Creative • Independent • Team player • Integrity • Focused • Deep
Competitive • Generous • Risk-taking • Influential • Individual
Resilient • Decisive • Motivated • Successful • Capable • Kind
Self-aware • Forward thinking • Slick • Factual • Restrained
Trustworthy • Direct • Impatient • Outgoing • Sociable • Diplomatic

Characteristics...

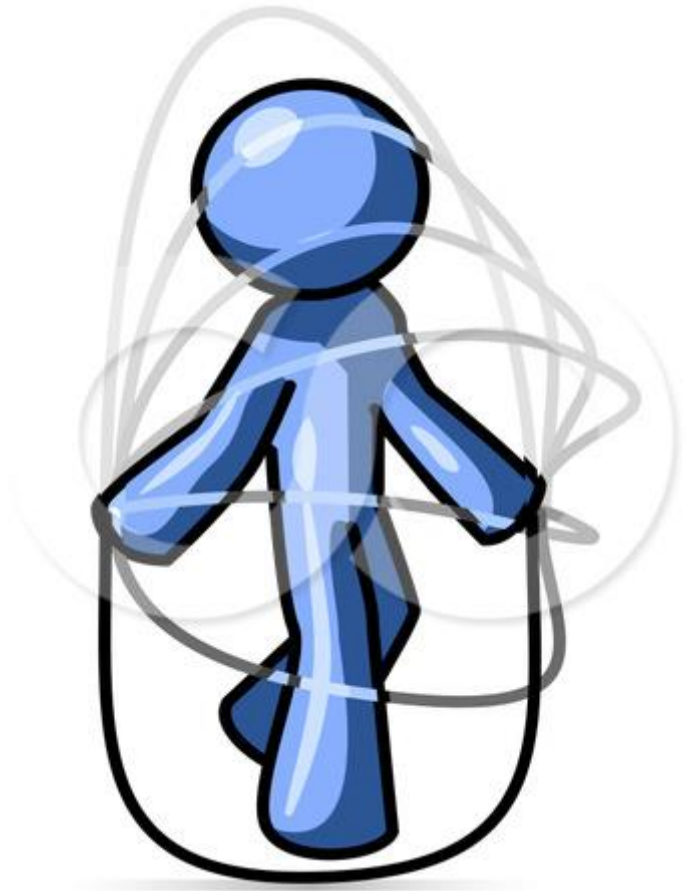
List the **characteristics** your
prospects/clients are generally
looking for

- 1.
- 2.
- 3.
- 4.
- 5.

Do they **match**?

Your **Personal Brand** Blueprint

**Professional, caring,
knowledgeable, looks
for the best outcome for
client & trustworthy**



Your current footprint

Take stock



Within the next 24 hours

Ask **3** people ...

“how would you describe me?”

If you have your phone with you, text someone now!

LOOK

- Appearance including body language
- Energy, passion, spirit
- Surroundings such as personal work space

TALK

- Speaking patterns & vocal quality
- Tone of voice which reveals attitude
- Word choices and use of language
- Ability to hold a conversation

THINK

- Capacity to think strategically
- Ability to organise ideas coherently
- Ability to think clearly under pressure

ACT

- Acting consistently with integrity
- Willing to listen to others' ideas
- Being genuine and engaging with others
- Demonstrating humility and a sense of humour
- Being competent and accountable for results

Is your Brand **working**?



A consistent and
appropriate brand sells
you without you being
there

we talk about excellent service.....and poor service

Leverage your Network



Anybody you want to meet is only ever 4-5 connections away!

And remember...

People Buy People

Who are most
like them

“Get comfortable with self branding. You have got to learn to market your skills. Don’t sit back thinking if I keep doing a great job someone will notice me. Treat self branding as a competency and master it.

Be true to yourself, do not try and be something you are not but do not short change yourself – optimise your capabilities.”