



PERSONAL BRANDING

INTERACTIVE WORKBOOK

PERSONAL BRANDING

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INTRODUCTION

- Originally, a brand is a distinguishing mark or feature, something that helps to differentiate a person, company, or an organisation from others
- It can be represented by words, ideas, images, design, a set of values, or a particular professional approach
- Your personal brand is about who you are, what you do and what differentiates you. Ideally, you want people to remember you when a role comes up that would suit you
- It's a good time to think about your personal brand once you've got your CV prepared, you've worked out what your values and skills are, and what you are looking to do next. This can all then lead into writing your elevator pitch in the next section about being market ready
- Personal Branding is about how you package your strengths, talents, values and beliefs. It is about how you present them to others so they understand what makes you identifiable, unique and makes you stand out from the crowd
- What do you want others to say about you when you're not in the room? Is it congruent with what you stand for and reflected in how you look, sound and behave? Our brand needs to evolve with our environment, culture, career and life aspirations.
- View the webinar for this section [here](#).
- Watch our LinkedIn Live video which talks about the importance of your online and real life [personal brand](#) when it comes to job hunting.

FIRST IMPRESSIONS

There are all sorts of statistics on first impressions and about how important it is to make a positive impact when you first meet someone, and then continue to keep that consistent at future meetings. This includes personal image and how we visually “package” ourselves to others. Therefore we need to ensure that we make an instant positive impact. The following are ideas on things to consider:

Ensure that your personal brand is congruent with your lifestyle and achievements

Assess your image and impact

Dress for business impact and success

Project your own individual style.

HOW DO YOU BUILD YOUR PERSONAL BRAND?



Your Personal Brand constitutes the following:



How others see you



What sets you apart from others



What makes you "you", how you make others see you



What others think about you and your reputation



Your characteristics, your values, your approach to work, your expertise, and your personality are all building blocks of your reputation. It is not forged in one day. Quite the contrary - you build it step by step whilst investing your time and efforts



We have found this quote from Matt Sweetwood on Entrepreneur which we think sums it up nicely:

"Personal branding is the practice of people marketing themselves and their careers as brands — the ongoing process of establishing a prescribed image or impression in the mind of others about an individual"



To sum it up, personal branding refers to all the activities that are aimed at creating a lasting image of you in the eyes of others and making you different from your competition.

WHY YOU SHOULD BUILD A PERSONAL BRAND



To stand out from competitors



To build a loyal audience



To get noticed



To grow career opportunities



To establish your expertise

If YOU don't build it, others will do it for you.



To make new contacts

FINAL TIPS FOR CREATING A PERSONAL BRAND

- > Identify your audience - what industry are you targeting? Or have you identified a particular niche?
- > Be an expert in your niche area - keep up to date with the latest technologies, know how you add value
- > Share your expertise - don't be silent about what you know and what you are good at
- > Develop a **Strong Value Proposition** - create a strong brand by becoming useful and valuable, think about the following:
 - > What is it you can and would like to offer to others?
 - > How will it address their need and help them solve their current problem?
 - > How are you different from your competition?
 - > Why should you be trusted?
 - > Develop evidence and answers on these as this will help your audience potentially choose you over your competitors.

- > Be yourself and develop your own personal style:
 - > In order for others to notice and remember you, find and develop your personal style
 - > Speak with your values, show your personality, make personal statements
 - > Do not be a generic person; stand out from the rest
 - > Also, never try to be someone you are not. Being honest with people and yourself will make others see you as a trustworthy person.