

Building Your Brand

BROUGHT TO YOU BY CLARIEN

SCOTT STALLARD PHOTOGRAPHY

Laying the Nets at Dawn



Step One - Branding

Building your brand.

How can you be successful if you don't value yourself?

It used to be called 'making a statement'.

Watch anyone today, anywhere, anytime. We all send subtle (sometimes not so) signals about what we stand for, what we want, who we think we are, and where we'd like to be seen in our social strata. We think that we are completely individualistic - choosing to do our own thing - but, whether making that selective choice to be a loner or star of the evening, we are conforming to a pattern of expected behaviour.

For most people, it is an unconscious thing even though great care may have been taken to dress a certain way with a certain hairstyle, choice of shoes, jewellery, body ornaments and so on. While the statement may say - look at me - there is no real 'sale' of value, or is there?

Aren't we all subliminally selling our personal value, confidence, ethics, and integrity to compete for our standing in a community? Moreover, aren't we trying to deliver on that value every single day of our lives?

Take the concept one step further and your statement becomes the selling of you, your personal brand. The positioning of your brand is only half of the equation - the other half is building the relationship with the buyer(s) so-to-speak of your brand. Instead of 'just making a statement', you are now in

the full-time business of managing all kinds of relationships, work, home, extended family, peers, com-munity.

Image is not everything - but it certainly is the First Perception of You.

What makes someone a positive standout?

Trite question, but you know what I mean. Take any group of people. There are sure to be one or two who are complete standouts, for various reasons (mind you, not always good ones) but wherever the assignment, conference, or work group, these people are in the forefront. The rest of us will remain in, perhaps prefer, the background: not speaking up, working away in a corner cubby even though we dress professionally; say the right things, do the right things and finish the right things on time. But, we aren't standouts - we'd like to be, though wouldn't we?

Why Brand Yourself?

"Visibility is far more important than ability," according to Peter Montoya, author of "The Brand Called You."

Just a little secret - it is the key to outstanding personal success. Conversely, why not

brand yourself? It is a far more positive action to take than letting others define who you are.

If you (and only you) control the personal image message to others that you are an professional of integrity and profound work ethics, surely personal satisfaction in knowing who you are and financial success will follow.

This branding concept is what makes the perception of some of us more far more than we really are. Why? Because we humans are uncomfortable with the unknown. Branding begets familiarity.

Yes, we still struggle with that primitive fear of the unfamiliar. Even if familiarity breeds contempt, familiarity in foods, households, clothes, politicians, processes, destinations is highly preferred.

At least, you know what you are getting! Brands are familiar, even bad familiar brands are purchased time after time before good unknown retail products, for instance. Brands are always about emotions, drawing powerful feelings in yourself and others. When you display an expensive coveted handbag, for instance, what does it say about you and to others: envy, confidence, familiarity, success?

Nothing is more effective than a Personal Brand that says, "I'm the one to get it done for you!" If being a brand equals unparalleled success, how do you brand yourself in your workplace for ultimate recognition where there are for instance, numerous mechanic technicians, teachers, electronic sales, financial advisors, insurance brokers, chefs, accountants, politicians, lawyers, front-line salespersons, etc.?

- By setting out a formulated time frame and a consistent message that brands you.

- By being visible! According to Peter Montoya, "The Brand Called You! Visibility is more important than ability."

That's right, accomplishing a superb job on a car repair, legislative bill, a top line sales month, a gorgeous restaurant meal, a technical renovation, excellent customer services, an innovative spreadsheet program won't get you anywhere if no one knows about it. While ability is extremely important, unknown ability is never recognised.

If you are interested in becoming a brand, you should carefully assess your current working environment and key into an area where you can become a standout. You may find that

- you have a particular analytical talent,
- you are good at a particular type of sales,
- you are an innovative problem solver,
- you are willing to take on projects no one else wants,
- you are adept at client relationships,
- you find it easy to display a consistent positive attitude,
- your knowledge filter is always on the cutting edge of industry changes.

Gear yourself to being the problem solver; the can-do person; the trusted person who can discretely handle every client issue; the person with high integrity who always finishes the project while making everyone feel good about his or her role; the go-to-industry knowledge expert.

Then, you have to tell people about your competence, without boasting. This is the stickiest part. No one likes a braggart, so your competence message must be subtle and sincere, but it must be disseminated every single time you have a professional success.

Brand Yourself. Hone in on that; concen-

trate on that; have a phrase that labels you that you can use whenever you work with other people: "I'm a seriously inspired service salesperson named Mr. Solutions or another example, No matter the time or day, I always responds to my finance questions."

Deliver the goods.

Whatever it is, use your brand label every single chance you get and deliver the very best job possible. If you are the best mechanic, IT specialist, banking professional, etc., people will remember and trust you. Nothing is more effective than a Personal Brand that says, "I'm the one to get it done for you!"

You will become a brand!

Be genuine.

Branding will not reap any rewards if you are not sincerely genuine. Constant negativity, competitiveness, phoniness, and superficiality in dealing with others are absolute killers, no matter how talented you may be.

You make the difference.

Assess yourself in a personal review every morning. "Am I more worried about how I look, or how I am performing? You must focus on the clients' need to feel trust, by being consistent, real, expert, flexible, talented, and unafraid of failure (hide your fears, we all fail). Display absolute integrity, mentor those who are learning, perform consistently at a high level, show positive energy at all times, and always give credit for performance when due to your peers and team workers. Making them look good will always make you look good.

Neutralise the negative stereotype thinkers, become a Personal Brand and financial success will follow.

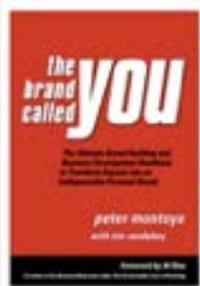
References & Resources

There are many Self-help branding media, articles and books available.

Just GOOGLE!

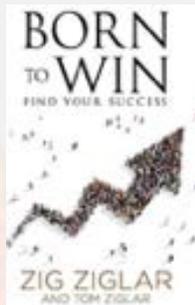
Don't forget that many books (print and digital) can be purchased used for a fraction of the price of a New book! Some of these references are ageless because the secret of personal success is within you. Use that power.

The Brand Called You, by Peter Montoya, the original recognised leader in Personal Branding, out-dated now, but still incentivising. Published 2005



Influencer, Building Your Personal Brand in the Age of Social Media, by Brittany Hennessy. The blue-print book to manage and monetise your influence as a content creator. Published 2018

Born to Win Find Your Success. Zig Ziglar. One of the greatest salespersons of all time. His successes and quotes are as valid today as ever.



- “You were designed for accomplishment, engineered for success, and endowed with the seeds of greatness.”

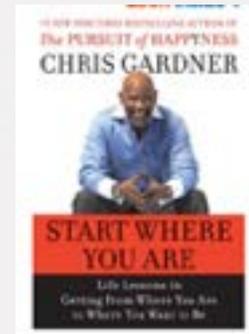
- “If people like you, they’ll listen to you, but if they trust you, they’ll do business with you.”
- “Your attitude, not your aptitude, will determine your altitude!”

7 Ways To Build A Brand With The New Class Of Black Creatives, Contributor, Forbes, March 06, 2019 <https://www.forbes.com/sites/goldiechan/2019/03/06/black-creatives-branding/#20255f675f95>

Goldie Chan, “I’m known as the “Oprah of LinkedIn.” I’m a top LinkedIn creator, digital strategist and personal branding expert. www.goldiechan.com

1) Believe in your worth. 2) Study your craft. 3) Make your own experience. 4) Be yourself. 5) Build your village. 6) Always show up prepared. 7) Be consistent, professional, and on time.

Chris Gardner’s remarkable transformation from homeless single father to millionaire was chronicled in his number one New York Times bestseller **The Pursuit of Happiness** and in the movie of the same name, starring Will Smith.



BROUGHT TO YOU BY

