

BE YOUR OWN BRAND

A Breakthrough Formula For Standing Out From The Crowd

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MAIN IDEA

Companies know and understand the importance of building their brands as a foundation for long-term success in the marketplace. Successful people can and should do exactly the same.

A good business brand is much more than positioning statements or advertising tag-lines. Brands are relationships of trust fueled by a strong underlying belief system and closely linked to the concept of giving exceptional value. Brands signal what can reasonably be expected to be delivered in the future. A personal brand is very similar to a business brand in that all of these characteristics are still present, but there are also additional factors involved.

More specifically, a viable and strong personal brand will have five key components:

1. *A list of your personal competencies* – expressed as the personal roles you fill with other people.
2. *Your personal standards* – how you like to get things done.
3. *Specific style elements* – how you relate to other people and various projections of your personality.
4. *Your brand promise* – what you propose to deliver and where your efforts will be focused.
5. *Your brand platform* – the one key characteristic which will become your personal signature character trait.

Once you understand precisely how a personal brand is structured, you can then go to work on building your own brand. Armed with a clearer understanding of your personal brand, you can also find employment positions where your brand will align with the brand of your employer. By growing your brand in all facets of your life, you become more of who you are now and who you aspire to be in the future.

“Everybody already has a brand. Your brand is a reflection of who you are and what you believe, which is visibly expressed by what you do and how you do it. It’s the doing part that connects you with someone else, and that connection with someone else results in a relationship. In reality, the image of your brand is a perception held in someone else’s mind. As that perception, through repeated contacts between you and the other person, evolves and sharpens, a brand relationship takes form. The key to the concept, whether business or personal, is to understand the nature and needs of a relationship. Business success is seldom an accident, any more than personal success in life results from some cosmic coincidence. Nor can either form of success be achieved in isolation. Both hinge on the success or failure of relationships. In business, the principles and techniques of brand management allow organizations to focus on strategies and tactics that build strong relationships. By developing a strong personal brand that is clear, complete and valuable to others, you will create a life that is much more successful and fulfilling. They win. You win. That’s the kind of success that can have far-reaching benefits.”

– David McNally and Karl Speak

1. What is a Business Brand? Page 2

A good business brand:

1. *Is a relationship*– between company and customer, signaling how that person will be treated in future.
2. *Is a perception* – that exists only in the way customers view that business.
3. *Must be clearly defined* – so customers will quickly grasp what the business values.

2. The Concept of a Personal Brand Pages 3 - 5

In just the same way as a business aspires to build a brand that endures, everyone needs to build and grow their own personal brand. A personal brand will:

1. *Reflect who you are* – what you believe and how you like to get things done.
2. *Be personal values based* – built up from what you believe.
3. *Strengthen your relationships* – with the people you need to interact with.
4. *Create a life that is more successful and fulfilling.*

3. How to Measure and Strengthen a Personal Brand. Page 6

In just the same way as a business attempts to increase its brand equity, an individual needs to do the same by:

1. *Developing quantitative measures of your personal brand equity*– using whatever metrics make sense.
2. *Gathering ongoing data of personal brand equity* – to gauge whether you’re moving forwards.
3. *Applying the best brand management tools available.*

4. Aligning Personal Brands With Employer’s Brands Page 7

If you have a clear picture of your personal brand, you’ll then be well positioned to find an employer with similar values. Find a position where your personal brand aligns exactly with your employer’s brand and magic will happen. The keys are:

1. *Understand the dynamics* – of how multiple brands can ideally work together.
2. *Find good ways to link with your employer’s brand.*
3. *Sign-up or ship out.*

5. How to Find the Courage to Live Your Brand. Page 8

To be meaningful, a personal brand has to become a part of everything you do. It needs to be renewed daily and applied in those critical moments when good intentions are put to the test. The essence of building a strong personal brand is to recognize those moments and manage them well.

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