

PERSONAL BRANDING INSIGHT SHEET

Created by Rachel Gogos, CEO and Founder brandiD and iDentityShoppe.com
Email: rgogos@thebrandiD.com Tel: 617.821.0102

Completed by _____ on _____

BUILD YOUR BRAND AND BUILD YOUR BUSINESS!

What is Personal Branding?

Your personal brand is combining your ethos with marketing. It's sharing your story and the ingredients you are comprised of:

- Values and value proposition
- Your reputation and character
- Your ethos
- Unique qualities
- Reflect your authenticity

Brand vs. Branding

- A **brand** is a promise about who you are and what you do that is reinforced every time people connect with you or your business.
- **Branding** is the strategic process of defining and creating a positive experience for the people who need to know about you, your product or your offering.

The Business Building & Branding Process

The essence of every branding process is being able to clearly define what you want your business to project. What attributes does it have? What does it make you feel? What is it known for? In personal branding, the product is you! You must take time to get to know yourself and what is important to you.

- **Identify your target audience** – Are you interacting with and trying to promote yourself to the right people?
- **Describe your competitors** – Who are you competing with? In order to have a strong brand, you need to understand who your competitors are and which market niche works for you.
- **Craft an identity profile** – This all-important tool, is a place to keep track of all the data that you collect about yourself, your target audience, and your competitors in one document. This profile helps you pinpoint your unique promise of value and write a statement that succinctly expresses your brand.

Communicate Your Brand

After you get to know your brand, your next challenge is to communicate it clearly, concisely, and consistently to the people who need to know about it.

- **Write and articulate your story** – You need to be able to tell others about yourself and to develop a personal commercial (or elevator pitch).
- **Brand your traditional communication tools** – You want to express your personal brand in your letters, press releases, professional biography, about page, and presentations, and, if you have the opportunity, on television.
- **Communicate your brand online** – Merge your personal brand with digital media from your social media accounts, to your website, to your digital footprint.
- **Create a communications plan** – Craft a communications plan so that you're in control of defining and sharing your messaging. You don't want to leave it up to others to decipher.

Control Your Brand Ecosystem

The phrase brand ecosystem may sound intimidating, but it's just shorthand for "every element of your life, from your clothes to your professional colleagues, that influences how your target audience perceives you and whether it wants to learn more about the product or service you're offering." Here are some of the elements of your ecosystem that you want to control:

- **Your image:** Whether you like it or not, what you look like on the outside does matter. Fashioning your image to match your personal brand helps you communicate something authentic about you that people will notice at first glance.
- **The appearance of your branded materials:** From business cards to your website, you want to create a consistent and cohesive visual image for your brand that makes the right impression on your target audience. If people haven't met you in person your website is your new first impression.
- **Your unique career path:** Your target audience, and the way you interact with them, is determined by where you are in your career. What are the special considerations to keep in mind if you're just out of college, if you're midstream in your career and trying to switch jobs, if you're an executive, or if you're an entrepreneur?
- **Your network:** The people you associate with are very important; they factor into the impression you make on your target audience, as well as your ability to make connections with future employers.

Develop and Write Your Brand Story

- Write out your path — job-to-job and what it was comprised of.
- What took you from one job or position to another?
- Identify the common overarching themes.
- What are you known for?
- What are your brand attributes? (use the 360 to help figure this out)

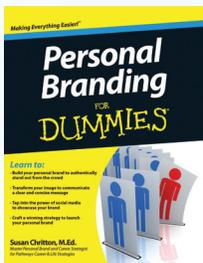
Write Your Personal Brand Statement

Every entrepreneur should have a personal brand statement. A personal brand statement is your tagline, not your businesses. A personal brand statement answers three key questions:

1. What are you offering (what problem are you solving)?
2. Who are you serving (who is your target audience)?
3. How are you doing things different? What makes you unique, what differentiates you (what is your unique promise of value)?

A few tips on writing your personal brand statement:

- Keep it short. One to two sentences at most.
- Make it memorable. Keep it simple and direct.
- Don't inflate your talents. It should be authentic and current.
- Target it to a specific audience. Narrow your focus either geographically, by industry, demographic, etc.



RESOURCE:

For step-by-step guidance on creating your personal brand and how to market yourself online and in real life an excellent read is *Personal Branding For Dummies* by Susan Chritton.

Identity Profile

Values	Values are the emotional currency of your life. They are the core principles that give meaning to your life.
Mission	Your written down reason for being. Your enthusiasms for life. Encompasses all of your life, not just work. What you feel like you would like to become in this life.
Vision	Your ideal version of how you would like to use your mission. It is an external process and describes what you see as possible in the world.
Interests & Passions	Your interests or passions are things that intrigue you and motivate you to devote energy to them.
Strengths	The talents (innate abilities you are born with) + Knowledge & skills that you learn to support a talent = become your strengths (patterns of interests & abilities that consistently produce a positive outcome in a specific task).
Motivated Skills	Strong skills you naturally possess and enjoy using.
Differentiators or Personal descriptors (Your Unique gifts, education, work experience)	The words you use to describe yourself. The things that make you unique and might be something unusual that you have to offer.
Definition of Success	What does success mean to you? Do material assets, achieving a certain educational level, a job title, or something entirely different, define it?
Legacy	What do you want to be known for? To whom? What do you want to leave others with?
Personality Attributes (360 Feedback)	What do people think of when they think of you? Think of your personality characteristics.
Goals	Goals take the ideas in your head and values in your heart to the action stage.
Unique Promise of Value	Your unique promise of value is a promise that you make to your target market that your brand will fulfill. It is the essence of what you have to offer and guides you in how you will live your personal brand.
Personal Brand Statement	Your personal brand statement expresses what you stand for and guides you in making decisions that are “on-brand” for you. It keeps you energized and focused on meeting your goals.

Source: Personal Branding for Dummies

Identity Profile Worksheet

Values	
Mission	
Vision	
Interests & Passions	
Strengths	
Motivated Skills	
Differentiators or Personal descriptors (Your Unique gifts, education, work experience)	
Definition of Success	
Legacy	
Personality Attributes (360 Feedback)	
Goals	
Unique Promise of Value	
Personal Brand Statement	

Source: Personal Branding for Dummies