

PERSONAL BRANDING

Presented by: Terryanne Chebet



- Creating an irresistible, dominant personal brand .
- Your personal Brand is the image that people get when they think of you.

WHAT IS A PERSONAL BRAND?

- Oprah. Steve Jobs. Richard Branson.
- Most people don't know that Apple was actually founded by two people, the world knows about Steve Jobs. He built his personal Brand.
- Oprah: from an underage teen mother who lost her child, to a journalist, and then to one to one of the worlds most influential women. She built her personal brand.
- Personal Branding helps you clearly and compellingly define yourself to the world

WORLD'S TOP BRANDS



- Visibility is more important than ability.
- How can you effectively create visibility ?
- Using media to build your brand
- How to defining your brand and your companies brand
- Using social media to build your profile



**YOU ARE ABLE, BUT ARE YOU
VISIBLE?**



- Ask 3-5 people to write down 3 things that describe you
- Write down 5 things that will define your brand
- Write down a personal tagline that defines you the brand
- Write down what it takes to get you to where you want to be as a brand
- Using that as a guide, write out weekly tasks, monthly and yearly
- For instance: this week I will start a blog. This month I will attend at least one networking event. This year I will start my business...etc..

WHERE DO YOU BEGIN?



- Ambition
- Integrity
- Competency
- Responsibility

Embrace your values and instill them in your everyday life.
Home, work, on the street and in the vegetable market.

You are who you are when no one is seeing you.

WHAT ARE YOUR VALUES?

- *Make the most of author bios:* Whether you're contributing articles, guest posting, or simply being active on social media, always make the most of author bios..” It gets your name out there, establishes authority with your title, and yet still manages to put the focus on your company's brand and what they do.
- *Use your headshot:* When you're asked for an image, use your own professional quality headshot.
- *Go for bylines:* Wherever possible, request that articles or guest posts that you contribute attribute you a byline.
- *Focus on speaking opportunities:* Taking advantage of speaking opportunities is a smart way to raise your business' profile and it also puts you front and center.

How to Build Your Personal Brand While Building Your Company Brand

- *Write a column:* Contribute to a publication such Business Daily, Smart Business, Marketing and management magazines on a topic in your field
- *Write and publish an eBook:* Writing a book is a much bigger commitment than contributing regularly to various publications, but it carries a different level of prestige and brand benefits.
- *Create a personal website:* There are many reasons for wanting to focus your branding efforts on a single site. Specifically, it's twice as hard to get leverage for two websites
- *Monitor your own mentions:* Employing simple tools like Hootsuite for social listening, and Google Alerts for web mentions will help you stay in tune with discussions where a quick comment can keep you in control of discussions that affect your brand

Bigger Branding

- Re-design your look – Your attire, Your office, your room
- When we put a lot of work into how we look, we tell people two things.
- First, we tell them that we believe in taking this professional effort seriously.
- Second, we tell them that we believe they are worth making an effort for or that they're worth impressing.

FIRST IMPRESSIONS?



- Write down your lifestyle goals for one year. Could be a vision board or simply clarified goals for the year
- Don't lose yourself in the hype that could come with re-branding.
- Be YOU. Be authentic. You cannot fake authenticity

BE YOU

- Network. Network. Network.
- Join a professional organization
- Join a cause. Give Back to society. Be a mentor.
- Find opportunities to speak
- Practice introducing yourself until you are comfortable with it.
- Create a Business card.
- Have lunch/coffee with at least one influential person every month-or week.

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- The Brand within- Daymond John
- Career Guide for Ambitious women- Mrs Money Penny(Heather McGregor)
- The Brand called YOU-Peter Montoya
- Success Magazine
- Entrepreneur Magazine
- Harvard Business Review

RECOMMENDED READS



**YOU WERE DESIGNED TO
STAND OUT FROM THE CROWD**

