

# Personal Branding

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*Presented by:*

**Isha Edwards**

**Brand Marketing Consultant**

**EPiC Measures LLC**

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# Objectives

- Define marketing concept: branding
- Develop a memorable brand (reputation)
- Create value and differentiate using talent, skills, strengths, character, culture, values, education, interests, experience, etc.

# What is Branding?

- The act of capturing or sealing a concept in the mind
- A marketing concept: product & promotion
- Words and imagery that tell a story
- The “personality” of an item, organization or individual

# A Thoughtful

If reputation is everything then repetition  
is everything too. –Isha Edwards

# Aspects of Personal Branding

- 70% Talent, skills, strengths, character, culture, values, education, interests, experience, etc.
- 20% Image, style, suave, verdure
- 10% Awareness

# People Who Get Noticed

- Leaders
- Charismatic
- Friendly; Personable
- Well Rounded
- Eccentric
- Flamboyant
- Picturesque
- The rich and/or famous



# A Thoughtful

The sole purpose of branding is to differentiate yourself from others –Isha Edwards

# How to Get Noticed at Work

- Establish then reiterate your unique selling position
- Speak less listen more
- Network (“work the room”)
- Be resourceful
- Pitch to your strengths/area of expertise
- Under promise; over deliver

# How to Get Noticed at Work-2

- Be consistent
- Dress to impress
- Practice good manners; common courtesies
- Be genuine
- Go against the grain
- ↑ Publicity: volunteer, publish expertise-related content, garner awards/recognition, teach, mentor, advocate a cause

# A Thoughtful

If you're flying below the radar you'll never be  
seen! –Isha Edwards

# How to Get Noticed in Public

- Online: website, blog, [Twitter](#), [Facebook](#) and [LinkedIn](#)
- Broadcast media: television and radio
- Print media: industry newspapers, magazines, periodicals
- Print displays and direct mail: brochures, fliers, signage
- Directories: telephone, online, industry, other
- Trade shows and industry events
- Professional service: consulting work
- Be a speaker, author, commentator, guru, leading authority
- Publicity: community service, awards/recognition, teach, mentor, advocate a cause

# Activity

Creating your brand involves taking an introspective look at who you are and how you provide value to others.

Use the **Brand*Nu* You Profiler** to create your brand.

# A Thoughtful

People do business/work with people who  
the like and they trust! –Unknown

# How to Get Noticed for a Job

- Network and/or volunteer within a company or in a related industry (85% find jobs through referrals: use LinkedIn and attend events; 15% find jobs by submitting an application)
- Apply for positions within an organization that align with your vision, mission, career goals and interests
- Match related and transferrable skills and experience to each job description

# How to Get Noticed for a Job-2

- Create an elevator pitch that explains how you provide value different from others
- Offer to work on contract to solve a pressing problem, e.g. save time, money, simplify a process, other
- Use your associations (school, clubs, memberships, relationships) to garner referrals; consider that many companies have a formal or informal employee referral program
- Continue to network or prospect after you garner a job

# A Thoughtful

Daring to be Different?

...and I took the [path] less travelled by  
and that has made all the difference.

–Robert Frost

# Questions?

How may I be of service to you?

# References

- [Develop Your Personal Brand](#)  
(intrapreneurs and career professionals)
- [How to Build Your Personal Brand](#)  
(personalities, gurus, experts, and business owners)
- [How to Manage Your Own PR](#) (business)
- [SWOT Analysis](#) (business)
- [SWOT Analysis](#) (personal)

# Thank You!



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