

# How to Take Charge of Your Personal Brand

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# Today's personal brand agenda

- **Consumer brand**
- **Translate consumer brand to personal brand**
- **Use your personal brand to advance**

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# Consumer brand definitions



- “A promise of a service or an experience”
- “Deliver perceived value to your consumer”

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# Attract loyal customers! – ATR Framework

- Awareness
  - Unaided awareness
  - Aided awareness
- Trial
- Repurchase



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# Listen to your loyal followers as you evolve



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# Listen to your loyal followers as you evolve



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# Making you the brand!



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# Founder of personal brand

*“Starting today you are a brand.*

*You're every bit as much a brand as Nike, Coke, Pepsi, or the Body Shop. To start thinking like your own favorite brand manager, ask yourself the same question...*

*What is it that my product or service does that makes it different?”*

Tom Peters

“The Brand Called You”, Fast Company, 1997

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# Consumer brand to YOUR brand!

Emotional benefits

Functional benefits



Packaging

Consumers/Shoppers

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# Define your brand!



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# Seek feedback for a personal brand baseline



- Current perceptions
- Strengths
- Weaknesses
- Priority areas to improve



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# Got my feedback. Now what?!



- Pick a reasonable date with your supervisors to check in and review your areas to improve.
- Design daily / weekly strategies to make these improvements.
- Seek feedback from your colleagues to further gauge your progress.

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# Tracking Tool - Customer Needs

	Customer Needs Chart			
Name	Their values and work style	Questions to ask them to better understand their work style	From whom can you get more data points?	One thing you can do to better align your work style with theirs

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# Mind the Personal Brand Gap!

What do you  
think of  
yourself?



What do  
colleagues and  
superiors think of  
you?

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# Be known and communicate your brand!



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# Speak their language!



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# Whining only hurts your personal brand



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# Engage ambassadors to communicate your brand



Clients



Mentors

Vendors

Current/former  
colleagues

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# Jason's parting personal brand thoughts



- Your internal consumers are always shopping. Be top of mind when they want to buy.
- Manage and evolve your personal brand by seeking consistent feedback.
- Anticipate your internal consumer needs and speak their language.
- Package your brand consistently in emails, meetings, conference calls, webinars, and presentations.
- Above all, be authentic and be yourself!

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