

Marketing Yourself: Your Personal Brand

Marketing yourself is about intentionally shaping how others see you and the values you bring. Your personal brand helps you to stand out, build relationships, and create opportunities.

What is Your Personal Brand?

- Your personal brand is who you are, what you do best, and how others experience you
- Personal branding is about communicating your unique value, so others understand what you stand for
- Being intentional about your brand helps your reputation and reflects your goals to others

Examples of personal brand roles:

- Consultant
- Educator
- Communicator
- Deal maker
- Revenue generator

Your Resume = Your Brand on Paper

- Your resume is often the first touchpoint of your personal brand
- It should align with how you want to be perceived
- Reinforce your strengths, values, and professional direction
- Your resume should clearly communicate:
 - Who you are
 - What you have done
 - Where you want to go

Why Your Personal Brand Matters

- Having a strong personal brand allows you to attract opportunities that align your goals, earn trust quickly, and stand out in competitive environments

A strong personal brand helps you:

- Get promoted
- Create job security
- Become a better leader
- Attract new clients
- Build valuable relationships

Networking & Visibility

- Networking is about building relationships over time, not just asking for favors
- Networking is most effective when it supports your personal brand
- The way you communicate and add values should be consistent across professional interactions

Using Social Media to Build Your Brand

- Choose platforms strategically and ensure your messaging comes across consistently on all platforms

Different platforms serve different purposes:

- LinkedIn: Professional networking
- Facebook: Informational and personal image
- Twitter/X: Sharing ideas and driving attention
- Instagram: Style, personality, and creativity

Differentiate Yourself

- Differentiation helps others clearly understand what makes you unique
- Stand out by:
 - Acknowledging successes
 - Sharing articles or insights
 - Writing handwritten notes
 - Sending useful information
 - Attending client and prospect events

Reference—read the following article to learn more:

<https://online.hbs.edu/blog/post/personal-branding-at-work>

www.SalesClubUSA.com
<https://www.denisehoran.com/>