

Personal Brand
Overview

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

We're on a mission to make business more human
because being human is good for business

GET YOUR SHOP IN ORDER!



If we have a public masterclass or workshop coming up, you'll find it on our [Events page](#)

In our **Brandable & Co. masterclasses and workshops**, we regularly refer to 'shop YOU' to describe the components of building a human brand in a way that people can easily visualise, understand and apply.

Your personal brand is a shop called YOU and it is located on one of the busiest metaphorical streets in the world... which we'll call 'Google Avenue'.

As people walk down the street, are they coming to find you because they've already heard about you? If they stumble across you by chance, are they looking in the window? If they come in and browse, it probably means they like your current window display, but are they then making a purchase? How does the shopping experience leave them feeling? Do they become a repeat customer? Do they leave you a 5-star review online? Are they telling their friends?

Google Avenue is open 24/7, 365 days a year and like any shop, even when people are browsing what's on offer, we don't know who our potential customers are until they buy something. And although we can shape their experience, we don't know how they're going to feel unless they tell us.

This guide applies to anyone and everyone, regardless of whether you are a student, freelancer, employee, business leader or owner... anyone who shows up in person and online. You know yourself inside out but other people only know what you show them. We've pulled together an overview that breaks down how you might start thinking about shaping and building your personal, career or leadership brand in a more strategic way, to attract more aligned opportunities, people and experiences into your life and your work.



Source: Brandable & Co. Masterclasses



01. MAKE A GREAT FIRST IMPRESSION

YOU ARE THE SHOP AND THE SHOPKEEPER BUT YOUR METAPHORICAL SHOP WINDOW IS WHAT WE KNOW AS 'FIRST IMPRESSIONS'

When it comes to your online presence, anyone, anywhere in the world, can look in your shop window at any time they choose. Do you know what's in yours? The best way to revamp your shop window is by looking at what is already there - from a practical search perspective as well as a word of mouth and reputation point of view. We have two comprehensive Brandable & Co. guides that will walk you through the process and explain why it is important. Here are some things you can do to establish and elevate the first impression you're giving people:

- **Google yourself & Ask the others** - Download our free guides to see how you're showing up and find out what you can do to improve or change what you find
- **When did you last update your profile pics?** Make sure that your photographs look like you, even if you feel that you look SO much better in that picture from 10 years ago! Professional photography can really sharpen up the first impressions you're creating so working with a headshot photographer who has a portfolio that speaks to you, is something we'd recommend. **B&Co Tip: If you are limited by your budget, join supportive online communities, and see if anyone is willing to do a skill swap (don't know where to start? We have our preferred online communities listed on our Resources page)**
- **When did you last update your online bio?** Does it tell a story of where you've been, or one of where you are heading? We've shared our founder, Sallee Poinsette-Nash's 1cm rule article on our Resources page to help you understand the power of positioning



02. TELL A MEMORABLE STORY

IN THE SAME WAY THAT PEOPLE ARE LOOKING IN YOUR SHOP WINDOW, THEY'RE ALSO READING YOUR BIO WHILST YOU SLEEP!

You know yourself inside out, you've been experiencing life through your own eyes from day one but this can be seen as a negative, especially when people are struggling to tell their own story and we regularly get asked - which bits do I tell? I've done so much; do I have to share everything? Will people even care? Why do people want to know *my* story?

Your story is the reason that people will buy into SHOP you, it is what will make them supporters, followers, and customers. It is what attracts and captivates people. By telling your story in an authentic way (and an authentic voice) you can form connections and rapport without even knowing it. Plus, the fact that storytelling has been around since our cave-dwelling days is a sure sign that it's integral to our humanness and that it won't be going out of fashion anytime soon. Yes, the process of getting your story right can be a challenge but it's worth all the revisions and testing because when it's authentic, aligned and strategically positioned, it will not only get you to where you want to go faster, it will differentiate you from every one of the 7 billion plus people who live on our planet today! No-one on the planet has the same combination of experiences and relationships, no-one has walked your exact path and they certainly don't view life as you do. So, if you have been thinking of it as unnecessary or negative, that's one giant reason to reframe the way you see it and get to work! Things to think about:

- Are you telling an old story? It's one of the most common things we see - as mentioned, there's an article on our Resources pages (Blog) about applying the 1cm rule to your personal brand positioning
- TMI is a thing - In answer to 'Do I have to share everything?', NO, you do not (and should not) share everything! Share the bits that speak to the audience that you are looking to attract. Save the complete life story until you're ready to publish your memoirs!
- Do the aspects of your story that you are telling, connect with the audience you're hoping to reach?

There is a 'Tell Your Story' guide in the pipeline, and depending on when you're reading this, it'll either be on the Guides page of our website (in the Resources section) or if not, please check back soon because it's on its way!

03. SELL WITH CONFIDENCE

PEOPLE HAVE LOOKED IN YOUR SHOP WINDOW, CONNECTED WITH YOUR STORY & THEY'RE BACK TO BROWSE YOUR PRODUCTS, SERVICES OR EXPERTISE. ARE YOU SELLING, UNDERSELLING OR MISSELLING YOURSELF?

What is the reason behind wanting to build a personal brand? Career or business growth? Career change? A cause that matters to you? To become a voice of your industry? To drive more sales? To raise awareness? Whatever the reason, here are some things to think about:

- Does it *really* matter to you? Selling is nothing more than a transfer of enthusiasm so if you are not enthusiastic about what you do or what are focused on doing, it's inevitably going to be a harder sell. Please don't be tempted to roll out the fake enthusiasm, people won't buy it and your reputation may never recover.
- Be honest with yourself about the 'why'! Why do you want this opportunity, job, or increased visibility? Why is 'Shop YOU' in business?
- Fast forward 10 years, will it still make sense? Regardless of whether you're sharing your knowledge and expertise, providing a service or promoting a product, you're selling YOU and in order to do that, you need to show up in a way that is authentic. A personal brand is for life, not just for that next opportunity. We work with people of all ages - from students and people at early-stages of their careers to those thinking about retirement plans and creating legacy projects.

Download our free guide to 'Selling Yourself' and remove any limiting beliefs you may have around "selling" and start showcasing yourself more effectively. Whether you're interviewing for a job, changing career or building a business; learning to sell yourself with confidence will give you a competitive advantage, and if you strengthen your negotiation skills, a financial advantage too!

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04. MARKET YOURSELF IN THE RIGHT PLACES

HOW ARE PEOPLE 'EXPERIENCING' YOUR PERSONAL BRAND?

Different people hang out in different places (obvious statement of the day goes to us!) but how often do you think about where your audience are when it comes to a personal brand - Shop YOU. Here's a list of marketing channels that, if used with a combination of strategy and logic, can help to grow your audience and expand your reach

- Advertising (TV, Radio, Social, Newspaper etc.)
- Awards
- Books and eBooks
- Case studies
- Events (on and offline)
- Forums (Reddit, Quora etc.)
- Google (Set up on google my business)
- Groups & communities
- Guest posts and columns
- Infographics
- Leaflets and flyers
- Merch and branded products
- Networking
- Newsletter / email marketing
- Podcasts
- Public speaking & panels
- Social media (Facebook, IG, Twitter, LinkedIn etc.)
- Trade shows
- Video (YouTube, Vimeo, IGTV)
- Virtual summits / events
- Webinars
- Website and/or blog (incl. about section and testimonials)



05. COLLABORATE WITH OTHERS

WHEN DONE RIGHT, PARTNERING WITH INDIVIDUALS, BRANDS, BUSINESSES, ORGANISATIONS, CHARITIES, INSTITUTIONS, COMMUNITIES, GOVERNING BODIES OR MEDIA OUTLETS, THAT HAVE AN ALIGNED AUDIENCE, WILL AMPLIFY EVERYTHING – YOUR MESSAGE, YOUR REACH, YOUR AUDIENCE, YOUR CAREER, YOUR SALES, YOUR CONFIDENCE & THE LIST GOES ON...

Here at Brandable & Co. our founder, Sallee's values filter through all that we do and its collaboration over competition... every time! We would encourage you to get your shop in order before you get to the partnership conversations. This way you will be able to present the best version of yourself and know whether a potential partner is 'on brand' for both you and the other party. Be mindful that the best collaborations are built on human to human relationships and even though something may present itself as a one-off, if you deliver quality and value, this may just be the start of a beautiful, ongoing relationship!

- Do you know who your audience are? And where they hang out?
- Have you identified a list of potential partnerships / collaborations?
- Do people know how to connect with you?
- Mutually beneficial partnerships are the *only* partnerships that work well so remember to ask yourself, what can I offer? As well as, what are the benefits for them?
- You'll hit blocks along the way so surround yourself with a supportive community of people... growing collectively is far more fun!

06. CHECK IF IT'S WORKING

IF SOMETHING ISN'T WORKING, FIGURE OUT WHY AND CHANGE IT!

It sounds obvious but it is easy to avoid! None of us have endless money and time resources to pour into something that isn't working so please take the time to check-in, tweak things and if it really isn't for you, scrap it and try a different approach!

- Check in on input vs. output every 3-6months
- Look at all your personal brand activity to see where things may be going wrong.
- Do not change everything at once - It's likely that only one or two things aren't working as well as they could
- Identify what success looks and feels like for you?
- Set personal brand KPIs and be conscious of getting a return on any investment (ROI) whether that's monetary or time
- Celebrate all the good things that happen on your journey (and learn from any failures!)

We hope that you've found this useful, please check out the other guides in our series via the Resources page on our website.

If you've found value in what we're sharing, can you pay it forward by sharing a link to our Resources page with a friend, colleague or on your social channels so that others can benefit too? Thank you ;)



“A brand is a mark and as a #humanbrand, you have an opportunity to leave yours on the world we live in”

SALLEE POINSETTE-NASH
MANAGING DIRECTOR & FOUNDER, BRANDABLE & CO

WE HOPE YOU FOUND THIS USEFUL

THERE'S MORE WHERE THIS CAME FROM! CHECK OUT OUR SERIES OF FREE BRANDABLE & CO. GUIDES



IF YOU HAVE SOMETHING WORTH SHARING & WOULD LIKE TO AUTHOR ONE OF OUR FREE GUIDES, YOU'LL FIND OUR CONTRIBUTOR GUIDELINES IN THE RESOURCES SECTION OF OUR WEBSITE. CAN'T FIND WHAT YOU'RE LOOKING FOR? GET IN TOUCH WITH THE TEAM@BRANDABLEANDCO.COM



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