

# BRANDABLE & Co.

WHO DO THEY THINK YOU ARE



# WHAT IS A BRAND

AND WHY IS IT IMPORTANT?



WE CAN DO MUCH TO SHAPE THE IMAGE THAT PEOPLE HOLD OF US IN THEIR MINDS BUT WE CAN'T PREDICT OR CONTROL HOW OTHERS THINK OR FEEL...

Your personal brand lives in the in minds of others. When we think of the brands we know and love, they can conjure up feelings and emotions; triggering our senses. Take Starbucks coffee for example. Whether it's good, bad or indifferent - the word Starbucks will trigger something different for each of you. The main objective for the brand team at Starbucks is to ensure that there are more positive feelings than negative ones!

A personal brand refers to a combination of elements that can include your career path, friends, your network, interests, reputation, personal style, personality and more. Over time, these aspects all come together to build an image of you that others hold in their mind

- an image that is not static, but one that changes according to your activities, passions and behavior. We are people, not businesses or faceless products so authenticity and humanness is the key to building a strong personal brand that will attract the *exact* types of people and opportunities you want to bring into your life. Your personal brand has as much to do with *who you are*, as it does with what you do.

We can do much to shape the image that people hold of us in their minds but we can't predict or control how others think or feel - which is what we'll begin to explore so that you can see how you're currently showing up.

# ASK THE OTHERS

THEY WILL TELL YOU SO MUCH MORE ABOUT YOUR PERSONAL BRAND THAN YOU COULD EVER FIGURE OUT ON YOUR OWN

Seeing as our personal brand is living in people's minds, the first thing you should be doing is asking others to describe you! Friends and family can sometimes be a bit too close to 'say it how it is' so we'd suggest asking a cross section of people in your life. You can do this in whichever way feels right but use the suggestions below as a guide:

- **Pick at least 5 people from different relationship levels** - for example: a spouse, a family member, a close friend, someone you know socially, a colleague - remember, the more people you ask, the better the information that you'll have to work with.
- **Decide how you want to approach them** - it's important to ask everyone the same questions so that you can compare the answers you receive. You could do it over the phone, send it as an email or create a **typeform** questionnaire and allow people to answer anonymously - this way you'll be guaranteed to get honest answers. **B&Co Tip:** set a deadline.
- **Ask good questions** - it's the key to getting valuable answers!

## QUESTIONS

USE YOUR OWN WORDS & STYLE BUT IF YOU'RE NOT SURE WHAT TO ASK, HERE'S A FEW EXAMPLES TO GET YOU STARTED:

**In no more than a sentence or two, can you describe what you think I do for a living?**

**If I didn't do what I do today, what career would you say I'd be most suited to?**

**Which three words best describe me?**

**Can you name one thing that makes me stand out?**

**If you could change one thing about me, what would it be and why?**

**In your opinion, what is my best quality?**

# 1, 2, 3 STEPS CLOSER

TO KNOWING IF THERE ARE ANY GAPS IN HOW YOU SEE YOURSELF VS HOW OTHERS PERCEIVE YOU?

## How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.

Sign up free

See examples



### PEOPLE BUY PEOPLE. AND PEOPLE LOVE STORIES. WHAT STORY IS YOUR PERSONAL BRAND TELLING ABOUT YOU?

If you get several responses to the 'what do you think I do for a living' question of 'I actually don't know what you do', this may explain why opportunities have been passing you by, why you may have been overlooked for that promotion or why a friend didn't think to mention it when she knew your dream company was hiring. Or, if 5 people come back saying that you'd be most suited to a career in nursing when you're currently working in a management role for an investment firm - you'll have some food for thought!

The beauty of this exercise is its unpredictability and the insight it gives you - so embrace it and take all feedback as good feedback. It's time to get your questions sent out so let's get started!

**1.** Decide on your questions and the people you're going to ask. You can send these via email but we'd suggest using an anonymous, free **Typeform.com** questionnaire.

**2.** While you're waiting for the answers to come back you can get started on a couple of simple exercises... *keep reading!*

**3.** Begin jotting down words that YOU believe describe who you are today and on a separate sheet, words that describe who you are not - *pages have been inserted in this workbook for you.*

You will then be able to see if there are any gaps in how you see yourself vs how others perceive you, illustrating where you may need to adjust your messaging.

# QUESTIONS & **ANSWERS**

Write down each of the questions you asked your friends, family, colleagues or even social media followers and make a note of their answers below. Highlight anything that stands out as either something you would like to incorporate into your personal brand messaging or comments which stand out as being out of alignment.

*Use extra sheets if required.*

# I AM

Aim to revisit this time and time again over the space of a week or so and keep a running list of all the things you believe you are - this should include your personality traits, feelings, values as well as your approach to life, attitude, your personal style, what you do for work, family life, education, travel and anything else that comes to mind as being quintessentially YOU. ***Use extra sheets if required***

Typically, people either find it easier to list who they are or what they're not so if you fall into the latter, you may find it easier to start with the 'NOTS' on the next page.

**B&Co Tip:** If you find yourself coming up blank after a few words, you're not alone! Some of our clients have found it useful to complete a free online personality test, and even an astrology report, not because a generic summary is able to accurately describe them but because it generates a document full of words that depict characteristics and personality. You will then be able to pull out words which resonate and others which don't! At the same time, this process can help to clear any blocks and kickstart your creative thinking.

# I AM NOT

Now we're looking to compile a list of all the things you are *not*. Notice how words and descriptions make you feel - If you were to be described as structured or regimented when you are creative and free-spirited, you would immediately **feel** resistance or defensiveness. The same would happen if you value kindness and were described as selfish. This is the place to list all of the words which do not resonate with you or your personal brand, and these are usually the polar opposite of the words you use to describe yourself. You may have worked in several careers, reinvented yourself a few times or had a younger self that still keeps creeping into your adult story... these things are part of your story but they do not define who you are today so be sure to dig a little deeper and include them here! As with the 'I Am' page, aim to revisit this list over the space of about a week - adding and crossing out where necessary. ***Use extra sheets if required.***

# THE RESULTS ARE IN

By now, you will have received the answers from your 'ask the others' questionnaire and you'll have completed the I am / I am not sections - what did you find out?

If you and the people you asked all came up with the same description, this is great news. If not, was anything out of alignment with how you see yourself? Did someone describe you better than you could? Did someone suggest a career path that you had never considered? What surprised you the most? How did people's comments make you feel? All of this will be extremely useful in helping you define which direction you want to take your personal brand.

The above exercises should have produced a lot of words and content so in the interests of not getting lost in all the information, keep it simple make a note of your findings or observations below so you can come back to it as a reminder in the future - ***Use extra sheets if required***

# HIGHLIGHTS

It's always best to let *at least* a few days pass before you revisit this. Now that you've had time away from the I am / I am not, is there anything you would add or remove? Grab a highlighter pen (we're big fans of neon sharpies!) and circle the words from each list that resonate with you the most.

Consistency is key and sending out the same message is a great starting point when looking to build and grow your personal brand. Use the 'Who I am' words and variations of them (*head to the online thesaurus for inspiration*) in your social media bios, on your cv/resume or your website and anywhere else that is publicly visible. Avoid using the words that you are not!

# BRANDABLE & Co.

## MODULE 2: CLEAN UP YOUR ONLINE IMAGE COMING SOON

There will be follow up workbooks coming soon so that you can continue on your personal brand journey. Sign up to receive email notifications at [WWW.BRANDABLEANDCO.COM](http://WWW.BRANDABLEANDCO.COM)

If you sign up to receive email notifications you will be sent news of any upcoming workshops, courses, guides and offers - these are only sent out from time to time and certainly won't fill up your inbox - we're of the thinking that if we have nothing to say, say nothing! If you can't wait for the next guide or you would prefer something more intensive, visit our website to see what we offer. Thank you for downloading this BRANDABLE & Co guide, we look forward to guiding you through your personal brand journey and wish you every future success.

