

"Me Brand Awareness" strategies for personal branding, to get you where you want to be faster.

Number One In The Series

Strategy: My brand is a reflection of the inner and outer "me". It is what can be seen and what cannot. It's up to me to know what my brand is and to make it the best that it can be.

The process of branding requires being true to who you are: Those who know me from my transformational trainings and coaching know that I am unconditionally committed to their success and being in integrity. They also know that optimism, smiles, inclusion, connecting and seeing the best in others is my default way of being. It's become part of my Positively Powerful and personal brands.

The fact is we all already have a personal brand. The question is, are you aware of yours or not? Does how you have intentionally or unintentionally branded yourself work for you or not? Does the brand you call "Me" attract money? Customers? Relationships? Referrals? Does it give you the quality of life and results you want?

Your brand goes beyond your company's name attached to things that can be seen - the logo, stationary, advertising, colors used, website, social media, your preferred style of dress. These features distinguish your products and services from the competition. Included in your branding are things that can't be seen - the ways that people feel around you, the way your core values show up in your behaviors, who you work with and for, how you talk, your facial expressions and body language, how you deal with stress and how you do business. Even the ways you talk about other people. These are a few of the many invisibles combined with the visible that create your subtle but well-defined personal brand identity and image.

HOW TO IDENTIFY YOUR PERSONAL BRAND:

Your brand is what you present and represent in the same way all of the time. Consistency is key.

- Your brand is a logo, image and message that identify your product or service.
- Your personal brand is also the perception others have about you and your performance. It includes how you present yourself in the marketplace and your values – how you walk your talk.
- Do you know your core values and "default ways"? These shape your brand's image.

To quote Tom Peters, *"Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."*

If you would like assistance in identifying and leveraging your personal brand, contact me, Dr. Joel P. Martin <mailto:jpmartin@triadwest.com>. Transforming lives (and brands) for the better.

