



**Get The “Me”
Brand Awareness
MBA
The Positively Powerful Way**

**3 Key Strategies On Personal Branding
From DR. JOEL P. MARTIN
President, Triad West Inc. Founder, Positively
Powerful Woman Awards**

**DR. JOEL P. MARTIN – President, Triad West Inc.
Founder, Positively Powerful Woman Awards**

Dr. Joel Martin is an author, activist-trainer, keynote speaker and coach. She is “a *genuine genius in her approach to transformation*” and one of “*the best in the nation for delivering breakthrough leadership performance and organizational change.*”

Whether working with individuals or large groups, she is known for her gift. She is blessed to have an intuitive ability to get to the “real deal” of what matters to people with precision, authenticity, passion and caring such that they experience life-long performance breakthroughs and the belief systems of success.

For more than 15 years, she has trained and spoken before thousands of individuals and their corporations, small businesses, educational institutions and nonprofit organizations across the U.S., China, Taiwan, Russia, Malaysia, Republic of South Africa, France, United Kingdom and Norway. She is a specialist at experiential education, transformational leadership development and diversity and inclusion (D&I).

Dr. Martin, one of the first women to own a full-service advertising agency, has earned a PhD in Communications, a Masters in Psychology and is a Wharton Fellow of Wharton Business School. She is the author of *How To Be A Positively Powerful Person* and *Get Your Me Brand Awareness (MBA) The Positively Powerful Way* on personal branding.

What's next for Dr. Martin? The launch of her five-part *Positively Powerful Transformational Leaders' Journey*. Why? Because, as she says, “*I love people. I imagine how the world would be if everyone lived their dreams. I am on a mission to transform lives and businesses for the better.*”

As the founder and producer of the annual *Positively Powerful Woman Awards*®, she brings together corporate contributors, community members and educators. In 2013, Positively Powerful Woman Awards won the Silver International Stevie Award for Best Event. Dr. Martin has also received the Racial

Justice Leadership Award from the Metropolitan Phoenix YWCA, East Valley NAACP Business Leadership Award, Diversity Champion - *Phoenix Business Journal*, Community Advocate of the Year - Greater Phoenix Black Chamber of Commerce and the Ohio State University Distinguished Alumni.

She has appeared on the NBC Today Show, ABC Sonoran Living Live, and in *NY Times*, *Essence*, *Black Enterprise*, and *Fortune* magazines. She is the Director of Education and Training for the annual FraserNet *PowerNetworking* Conference.

“Me” Brand Awareness:

May service to others, love and peace be what is most remembered about your “Me” Brand Awareness and personal branding. May we be kind to each other and our planet.

Life-long servant leadership and unconditional giving does have a win-win aspect. These attributes keep us healthy. By focusing out, we release stress and invite abundance and joy into our lives. With this, others will want to join us in our pursuits.

Live long and conquer.

The “Me” Brand Awareness:

My personal brand is a reflection of
the inner and
outer “me” - what can be seen and
what cannot.

I make my MBA the best it can be.

Strategy One

The fact is you already have a personal brand. The question is, are you aware of it or not? Does how you have intentionally or unintentionally branded yourself work for you or not. Does the brand called “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, 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. These are a few of the many invisibles combined with the visible that create a subtle but well-defined personal brand identity and image.

How do you recognize what your brand is?

Your brands are what you present and represent in the same way all of the time. Consistency is key to your MBA.

- You product brand is a logo, image and message that identifies your product or service
- Your personal brand is 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.

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.”

The “Me” Brand Awareness:
I reframe.
**I choose to make my words and actions
empowering.**

Strategy Two

Reframing is when you speak about an event or situation with the intention of changing how you feel about the event.¹

You empower yourself and listeners when you change what you say about an event or story from a negative spin to a positive one. If you want to have an effective corporate image, what is the consistent message your communication sends out? Is it the complainer, the whiner, the ultimate victim having a “pity party” or someone who is responsible, finds lessons and picks themselves up? And...who would you rather spend time with?

Not only is the way you speak and present your personal brand important, so too is your body language, credibility, facial expression, posture, persuasiveness, sincerity, the content of your words and the content of your character.

“PEOPLE MAY FORGET WHAT YOU SAID AND PEOPLE
MAY FORGET WHAT YOU DID BUT THEY WILL NEVER
FORGET HOW YOU MADE THEM FEEL.”
DR. MAYA ANGELOU

It is easier to go with the flow than it is to be different with something new or unusual. Being fearless and courageous is required if you want a visionary leadership personal brand. (No sweat if what you want is mediocre performance and an average personal brand.) To have that kind of persona takes your knowing what the rules of the game are for your industry, company, corporate culture, etc. plus a willingness to step outside of the “game” while still playing the game.

Strategies you can use to reframe events:

- Change your words: “I have to” becomes “I choose to.” A mistake becomes a lesson learned.
- Change your body: Smile and breathe. Relax. Laugh at yourself. “Life is much too serious to be so serious.”
- Change your environment: Take a walk. Visit a friend.
- Change your attitude: Choose how to feel.

¹ “How To Be A Positively Powerful Person” by Dr. Joel Martin

The “Me” Brand Awareness:

I am FEARLESS!

F – Free, Fabulous and Fit

E – Enthusiastic and Empowering

A – Aware, Audacious and Articulate

R – Relevant, Real and Resourceful

L – Learned and Likeable

E – Excellent and Energetic

S – Strong and Sincere

S – Servant Leader with MBA

**Where is it important for me to be FEARLESS
and with whom?**

Strategy Three

You've probably heard the definition of FEAR as being "False Events Appearing Real." This FEAR is connected to uncertainty. Fear of *future success*, failure, rejection, poverty, being alone, vulnerability, etc. It is a feeling based on a belief. How you deal with FEAR will impact your MBA. Being FEARLESS beats down FEAR every time. For example:

- You fear that an event or events that have occurred in your past will happen again, e.g., the business you built that went belly up prevents you from opening another one; you were down-sized and each time you sit opposite a recruiter, you freeze; you'll never fall in love again because he/she did you wrong. Live what you learned! Stop thinking and get going.
- You fear that something you've observed happening to someone else could happen to you, e.g., your parents got divorced, so you probably will too; your co-worker got fired, it is inevitable that you will be next out the door. Do what can be done – now! With enthusiasm. Remember the times when you took steps that led to great results.
- You fear the aging process and your mortality. There are normal life changes that are internal. It is within your power to extend your life with diet, stress reduction, sleeping patterns, self-esteem, exercise, regular check ups, personal renewal and energy management².
- You fear the media messages that are sweeping the airwaves. You've heard it all... "Signs of a weakening economy"... "Raging downward swing"... "Cascade of devastatingly awful economic news"... "We are living in a time of great challenge, unemployment, hard times..." YET, money is being made, houses are being purchased, millions of dollars are in circulation – learn where this is all happening and go there! Awareness and learning are the keys to your success.

UNFREEZE THE FEAR!

² Read "The Power of Full Engagement" by Jim Loehr and Tony Schwartz



Triad West Inc. Positively Powerful

Transformational events, products and services that will get you where you want to be...faster!

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