

The Purpose of a Personal Brand

“A great brand taps into emotions. Emotions drive most, if not all of our decisions. A brand reaches out with a powerful connecting experience. It’s an emotional connecting point that transcends the product.” - Scott Bedbury, co-author of *A New Brand World: Eight Principles for achieving Brand Leadership in the Twenty-First Century*.

A well developed, compelling brand will:

- Clearly distinguish, or differentiate you from your competitors (in the business world, as well as within organizations).
- Demonstrate your unique benefits to your identified target market (clients or companies that will hire or employ you).
- Create emotional bonds with your ideal target market who will be attracted to the values that your brand represents.

A well developed, compelling brand is NOT just a collection of adjectives that describe aspects of yourself that you particularly like. These “word salads” can masquerade as legitimate brands.

In short, branding is what identifies your genius! Cattle were originally branded to make them easier to identify because cows of the same breed look alike to all but those who care for them. Likewise, to new clients or employers, you “look like” every

other coach, trainer, accountant or analyst. Once they get to know what makes you unique and different, you cease to look like anyone else. The challenge is to help them cross that bridge. That’s what great branding does.

The Structure of a Personal Brand

“How do I build a brand? I already have a logo and website, what else do I need?” This white paper explains the structure of a well developed brand, so that it’s easy to see what you’ve already built, and where you need to do some deconstruction, renovation or new construction.

Just as a building is a **composite** of concrete, bricks, wood and metal beams, wiring, plumbing, wall board and roofing materials, a personal brand is made up of many different elements, such as an individual’s values, strengths, talents, attitudes, opinions and even their unique sense of humor!

We all know that buildings are constructed to serve different **visions** and **purposes**.

A home shelters and nurtures its family, a church or temple inspires its congregation and protects them from the elements, and an art gallery preserves and exhibits works of art to large numbers of people. Likewise a personal brand serves YOUR vision

and purpose which are represented by your products and/or services and fulfilled by how you provide them to the specific groups of people that have been identified as having a strong need or desire for them. That sounds a little cryptic, so here’s an example: If Apple made products that looked and worked just like those of its competitions, if they did not inspire their users’ creativity and were not developed and marketed in creative ways, Apple would NOT have a brand that creative types love to love!

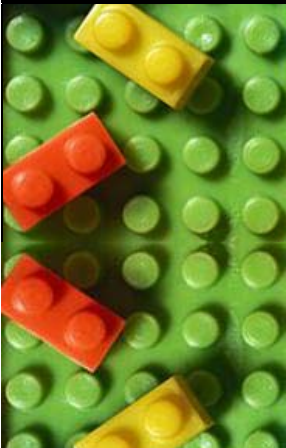
Michael Eisner of Disney talks about the brand being “like a pointillist painting ... everything you do for your brand is a point on the canvas.... If you want to be strong, each point along the way has to be as close to perfect as possible.”

In order to construct a building, it is necessary to create a construction **strategy** that overlays structural blueprints and interior design concepts with topographical criteria, traffic patterns, accessibility and zoning regulations. Altogether, they create a comprehensive perspective that enables the building to become a tangible entity that takes its pre-planned form. In order to thrive, a personal brand must be supported by an inspiring vision, a solid business plan and marketing strategy (or career direction strategy) that ensure it has a specific and consistent way of showing up in the world.

Let’s take a few minutes now to explore the various elements of a strong and distinctive brand.

And if you would like to see examples of these elements, please e-mail clientservice@miboso.com and request one of our sample reports: **Personal Brand Assessment Debriefing**, **Personal Brand Positioning Report**, **Target Market Profile**, **Credentialing Statements**, **USP**, or **Branded Marketing Strategy**. You can also request our **Portfolio** to see how we have helped our clients express their brands.

The Foundation of a Personal Brand



- Your Personal Branding Statement is a **descriptive summary of the essence of your brand**. It demonstrates **how** you leverage your strengths, values, preferences, natural talents and learned skills. A simple Personal Branding Statement can run from one to three paragraphs while a more complex Personal Branding Statement can fill up an entire page.
- Your Personal Vision Statement is a **distillation of the dreams and desires** that your personal visioning process has exposed which **you have chosen to pursue and achieve**.
- Your Personal Vision Strategy is the **action-based plan** that **keeps you on track with your vision in the present and enables you reach it in the future**. It cascades your vision's key goals down into specific and prioritized actions and tactics.
- Your Branded Business Plan or your Branded Career Direction Strategy details **“what”** your brand represents, **“how”** it ranks in the competitive spectrum and **“who”** it serves.

The Positioning of a Personal Brand



1. Who are you and what are you “one of?”

Have you ever met someone who introduces themselves in a way that totally confuses you? I recently met a *“Neuropsychologist who recruits other neuropsychologists to provide cognitive testing services to hospitals, who is also a life coach specializing in aging issues, who does marketing for plastic surgeons.”* What on earth is a neuropsychologist / recruiter / life coach / marketer? A clear and succinct Professional Positioning (i.e., “a Business Success Strategist”) ensures that others understand your professional focus so you have their full attention when you go on to talk about the people you work with or how your products & services benefit them. If they're still trying to figure out “what you are one of,” they won't hear anything you say.



2. Who do you serve?

▪ Your Target Audience Profile(s) provides a **detailed overview of the people and businesses you will serve most effectively and most enjoyably**. Target Audience Profiles include demographics (ages, education levels, occupations, geographical locations, income levels, etc.) and psychographics (values, interests, concerns, dreams, etc.). When all of this information is reduced to a synopsis, it paints a very clear picture of those who want what you offer. When the subject of target audience profiling comes up, people often express concern about the numbers of potential prospects who might be excluded by the process. Actually, the people who will be filtered out by your profile are the “nightmare clients” you should never take on. They are the colleagues and bosses who inspired you to leave your last workplace. If you think of an archery target, your ideal audience would be represented by the bulls-eye, and those who just share some of their characteristics, would fall somewhere in the outer rings.



3. What do you offer that's unique, special or different?

▪ Your USP (Unique Selling Proposition) is the one thing about you that makes you unique and different. Ironically, it's also the one thing that is so easy and natural that you fail to see it as the genius that it is. Think back to what you have been consistently complimented on and you may get a sense of your USP. Ask yourself who you are or what you do that is special, unique and/or different from who others are and what they do? Take that question to a few of your friends and colleagues. Their feedback may surprise you – as might your reaction. Typically, people say, *“Oh that! That's no big deal!”* Jane, a personal Branding Group participant, was not impressed to learn that she *“enables people, teams and organizations to generate consistently high productivity and performance levels.”* *“Can't everyone do that?”* she asked. *“Not as brilliantly and naturally as you can.”* her branding coach replied. Likewise, when Chris' USP was identified as *“breaking people out of the limiting beliefs that lock them down,”* he was unimpressed, but the rest of his group were blown away by the powerful accuracy of this description of his core talent. So, are you the person who can't resist *“taking on, and successfully completing, “impossible” tasks?”* Are you the artist who *“translates energy, intelligence and emotions into unique concepts?”* Perhaps you *“simplify and communicate complex information in clear, practical ways that people can easily and effectively apply.”* Whatever it is, your USP summarizes your genius!



4. Why should they believe you?

• Your Credentiaing Statement explains how you came to have the expertise, interests, passions and focus that you do. A combination bio/resume/brief life story, when people read your credentialing statement, they know why you are who you are and do what you do. Here's a brief example: *With economics and advanced business degrees from the Wharton School and the Harvard Business School, "X" is one of a select few business coaches trained by Michael Gerber (Author of the E-Myth). "X" literally 'grew up' in the beauty business. His family owned and operated a private chain of 1500 beauty salons. After progressively heading up marketing, operations, merchandising and retailing for a national beauty business, "X" also launched "Y" an internationally recognized business brand. While serving as President of "Z Corp's" US division, "X" honed his expertise as a turn-around specialist by reducing staff turnover from 80% to 10%, doubling the number of new customers served, and making the division saleable as a "stand alone" entity. Having also owned and managed a private salon, "X" knows, first hand, the challenge and satisfaction of running a successful single-unit operation. Could anyone appeal more to Beauty Salon & Day Spa Owners wanting increased profitability?*

The Building Blocks of a Personal Brand



Which of the following building blocks do you have in place?

- USP Core Benefits Supporting Benefits
- Professional Positioning
- Detailed Target Audience Profile(s)
- Logo Compelling Slogan or Tagline
- Branded Sound Bytes and Elevator Speech
- Branded Voice (the consistent style, complexity level and tone in which you communicate with your target audience).
- Branded Voicemail Message(s) and way of answering the phone
- Branded E-mail and Auto-Responder Formats
- Branded Radio and Print Interviews and Ads, Audio Products and Keynotes or spoken Presentations, Market Research Surveys, Reports on Findings, Website, Product Packaging, Direct Marketing pieces, Print Ads and E-newsletter.
- Branded Intellectual Property: your products and programs, books and articles
- Client Feedback / Testimonials – formatted in such as ways as to align with your brand direction and reinforce that your target audience are who you say they are.
- Branded Visual Style: consistent color palette, font choices, logo positioning, etc.
- Branded Personal Style for yourself and others who are associated with your brand.
- Branded Stationery, Fax, Presentation, Proposals and Handout Templates
- Branded Modus Operandi (MO). Is it direct and solution focused? Or nurturing and supportive? Your core MO needs to be thoroughly infused throughout your brand by showing up in the way you run meetings and client sessions, the way you respond to customer and prospect inquiries, the way you organize your marketing materials – from your basic sell sheet to your flagship products/programs to your website navigation. Your MO is reflected by what others say about you as well. Does your brand show up consistently everywhere? With your suppliers, as well as with your customers, colleagues and staff?

Summary and Complimentary Brand Analysis Offer

These are the building elements of a well developed brand. What's missing from you brand building? A foundation? A roof? Electrical wiring? Windows? Get your personal brand deficiencies addressed so you can fulfill YOUR purpose!
Contact us (clientservice@miboso.com or 877-430-8754) to book your 20-minute complimentary brand analysis.