

## The Power of Personal Branding

Personal branding is more than a well-designed logo. It is the message received by the marketplace describing who you are, what you do, and who you do it for. It is critical that your brand:

- be accurate
- be consistent
- be communicated often in the right marketplace.

The brand should tell people who you are, what you do, who you do it for, how you do it, and, as discussed in Module IV, what differentiates you from the competition.

It is important for you to understand the answers to these questions and to communicate them well for three reasons:

1. It gives you clarity on who you are, what you do, who you do it for (your target market), how you do it, why you do it (what gets you up in the morning), and why should the prospect buy from you (your unique value proposition).

By having clarity and being able to tell your story clearly and concisely to prospects, you have a better chance of getting them to do business with you. And probably more importantly, it enables you to listen well to the prospect's story and determine how you can best solve their problems.

2. By telling others your story clearly and concisely in such a manner that your audience can talk accurately about you when you are not around, more people will hear your story and have a better understanding of how you can help them.
3. If your referral sources have a clear, accurate and concise story about your Who, What, How and Why, they will be better able to determine who to tell your story to. **The number and quality of your referrals will improve.**

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### **Your Who**

Who are you? Write down all the life experiences that got you to be who you are today. You should include business and personal experiences. This would include hobbies, interests, education, family, etc.

Do the same thing with your company's history. After you have these two stories written, file it away in your memory bank. Now, because you have gone to this effort, you will be better prepared to remember pertinent information when you are interviewing a prospect.

You should now prepare a short introduction, sometimes called an "elevator speech." The format would look like this:

Hello, my name is\_\_\_\_\_. I work with\_\_\_\_(target market)\_\_\_\_ helping them\_\_\_\_\_(identify problem)\_\_\_\_\_ by \_\_\_\_\_(your process)\_\_\_\_\_.

An example might look like this: "Hello, my name is Harry King. I work with people in the medical profession, helping them prepare for the retirement lifestyle of their dreams by using a process which includes a risk analysis profile and an asset allocation model that will allow them to realize those dreams."

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### **Your What**

What do you do? List all the products and services you offer. All too often a sale is lost because we didn't think of that product or service we offer that would have solved the prospect's problem.

You should also list as many problems as you can think of that your clients normally face, and for which you can provide a solution. Using *Worksheet VII, How I Serve My Clients*, outline those problems, opportunities, and solutions in the form of products and/or services.



*When you implement a strong personal brand, the number and quality of your referrals will improve.*

### **Your How**

You can achieve only so much with your knowledge, skills, and work ethic. To go to the next level, you must have processes.

What are the processes you use to help the client solve problems or take advantage of opportunities? Everything else being equal, the prospect will normally have more confidence in the person demonstrating that they have a process in place.

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### **Your Other Who**

Who is your target market? This is a key question. The more precisely you can define your target market, the more effectively you can direct your marketing efforts. Also, your referral sources will be more willing and better able to send you more referrals and the referrals will be more qualified. Target Market selection will be discussed in Module VII.

You should not only be able to define your target market, you should also put together several stories of how you have helped clients solved specific problems. These stories will enable the prospect or referral source better relate to what you do and the type people you can help.

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### **Your Story**

Now that you have have thought through your who, what and how, you should put it together in a clear concise story that is easily transferrable. This is the story you you want others saying behind your back.

This story will help your referral sources better understand who you can help and how you can help them.