Building a Personal Brand

“Who are you becoming?”

Silas Grant, Guest Lecturer
Who am I? My Superpower and Gifts

• Superpower 1: I do not have enemies
• Superpower 2: I am a thought leader
• Gift 1: I am a storyteller
• Gift 2: I am a storywriter
• Gift 3: I am a connector
• Gift 4: I am a “Linchpin”
• Gift 5: I am an equipper
“Begin With the End in Mind”

• What will your funeral look like?
• Who will be there?
• What will they say?
• What will be written in your obituary?
• How much control do you believe you have today over your tomorrows?
Quick Exercise: Who are you? Introductions

• Tell me your name
• Tell me your business idea
• Tell me your favorite nursery rhyme…..and then sing it
Why nursery rhymes?

• Simple
• Introduced early and often
• Messaging
Quick Exercise: Perceptions

• How would you describe Humpty Dumpty?
Here’s the thing about branding?

- You can set out to brand yourself
- Others can also set out to brand you
- "Glimpses"
Iconic Brands

- Nike
- Apple
- Starbucks
- Xerox
- NFL
- Google
- McDonald's
- Make America Great Again
Questions to Ask Yourself

• Are you aware of which brands you associated yourself with?
• Are you attempting to “fit in” or “stand out”?
• Do you change the environment or does the environment change you?
Personal Brand

**personal brand**
noun

A widely recognized and largely-uniform perception or impression of someone based on their experience, expertise, competencies, and/or actions within a community, industry, or the marketplace at large. May be deliberately modified to reinvent a public persona.
Brand Equity

brand equity
adjective

The value that comes from perception of the brand name of a particular product, service, or person. This typically has more value than the product or service itself. The owner of a well-known brand name can generate more revenue simply from brand recognition.
Building a Brand Statement

• “As Is” - Based in crises, based on mood, and not based on sound principles; quick fixes; instant gratification;

• What is changeless?

• Periodic review

• “In light of these principles….”

• “I help ___ do ____”
Sharing Your Message

• Clarity
• Simplicity
• Capable Carriers
• Connection
• Association
Brand Statement

I help _____ do ________.

Sample Brand Statement

I help keep families connected to their incarcerated loved ones. We’ve connected over 170K families so far.
Quotes

• “Quality is not an act. It is a habit.” (Book: “The Power of Focus”)

• We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.” - Bill Gates-

• "The illiterate of the 21st century will not be those who cannot read and write but those who cannot learn, unlearn and relearn." - Alvin Toffler -