

What is a 'Personal Brand'?

You, just like a Coke bottle or any Apple product, are a brand.

Few people really understand who they are, what they stand for or where their value truly lies, which is why so few people stand out from the crowd.

We all have particular values. We also have individual skill sets, innate talents and strengths.

And the people who have a *conscious* awareness of these dynamics and - even better, start *using* that knowledge to raise their profiles, better their opportunities and connect with the people who matter - are the ones who enjoy the most fulfilled lives and careers.

And it doesn't matter what your goals and aspirations; we don't all want the 'corner office'. But what we **do** all want is to be valued by others and have our contributions recognised, which starts first and foremost with getting to know ourselves a whole lot better.

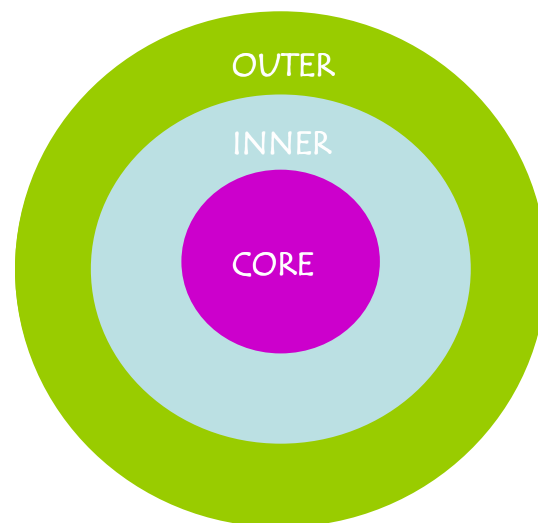
So... What Makes Up A Personal Brand?

Most people operate on autopilot, wholly unaware of all the vital factors that shape their identities and create their personal brand.

There is the outer wrapping: how you present yourself to the external world and to the people around you (and more importantly, what those people believe they see).

An inner layer: your behaviours, skills, strengths and natural talents help shape your interests and the profession you choose.

And your absolute core: where your beliefs and values sit, truly shaping who you are and what you stand for.



Have You Ever...

... met a person who started off impressing you and then, over time - by being consistently unreliable, untrustworthy or insincere - you started to lose respect for them?

This is a perfect example of someone with a **weak** personal brand. Yes, on the outside they might make a good first impression but with little alignment between what they say and how they act, you soon lose interest in them.

So... What Makes a Strong Personal Brand?

Individuals with a **strong** personal brand have total alignment. They practice what they preach. They do what they say they will.

That alignment starts first with an understanding of what lies at their core: their values and beliefs. And then everything - their mission (or goals); behaviours; actions; how they communicate; how they respond; how they interact with others - falls out of those vital foundations.

Build Your Personal Brand

1. Get clarity about yourself and what matters to you. What do you believe in? What is important to you? What is absolutely non-negotiable? Think about work situations. Personal situations. Consider how you want to be treated by those around you.
2. Know what you are really, really good at. We all have specialties. We all have strengths and innate talents. What are yours?
3. Become proud of your contribution! We all add value both at home and professionally; what value do *you* add? If you are dissatisfied with your outputs, what needs to change for the fruits of your labour to bring you joy?
4. When you're ready, it's important to let others know about you. Life's crowded and it's easy to pale into anonymity. Share your opinions with others. Demonstrate your skills, your talents and your value.

Like Honey To A Bee

In time, by standing firm and being clear about your positioning and what you stand for, you will engage and attract more people to you. They see an alignment between what you say, who you say you are and what you do. They have bought into your brand, but more importantly, into your brand promise.

About The Author – Rebecca Wells



Rebecca Wells is a Career Coach and Strategist passionate about arming her clients with practical tools and strategies to help them lead their most fulfilling lives and careers.

Her specialties lie in the areas of 'self-promotion in the workplace' and 'strategic career advancement'.

She is a Certified Personal and Corporate Coach and NLP Master Practitioner and has been coaching since 2005.

Prior to establishing Clear Horizon Coaching, Rebecca worked for many years in London's advertising industry, as an Account Director managing global and regional Marketing Directors and projects for the likes of HSBC; Cadbury Schweppes; Kimberley Clark; and Pfizer and is fully aware of the stresses, strains and satisfaction associated with getting ahead in the corporate world.

Clear Horizon Coaching

The Clear Horizon Coaching team runs workshops and executive coaching on a selection of topics including:

- How to Raise Your Profile in the Workplace To Get Ahead
- Building Presence: Effective Meeting & Presenting Skills
- The Vital Steps to Success: 12 Strategies To Elevate Your Career This Year

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