



## **Personal Branding - Position You To Win!**

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We've all heard about business branding and how important it is but what value do we place on personal branding? And what do we really know about it?

Personal branding relates to the way that you market yourself and what you stand for – your values, skills and attributes. It relates to what you project to the outside world, how others see you and thankfully, you do have some influence over it. As we all know, perception is a powerful persuader and the way you package yourself speaks volumes!

Perhaps, you haven't given too much thought to the importance of brand "you", however, what we do know is that it contributes to your client's purchasing decision. Building your unique brand increases confidence and therefore, attracts people and opportunities. Interestingly, people often do business with people they like so positioning yourself to win seems like a viable proposition.

Businesses spend millions of dollars on marketing budgets that are designed to enhance the public perception of their organisation. Glossy flyers, flashy websites, cool advertisements and catchy gimmicks are just some examples. What about investing in the public perception of you? After all, it is **you** that your clients do business with.

Today, people are searching for better value and feel over-whelmed with the choices on offer. Having a strong personal brand is about standing and differentiating yourself from others who provide similar services.

When developing your unique brand, you need to consider that everything you do communicates something to others, so consistency is the key.

- What am I able to offer that others can't?
- Do I present myself suitably to reflect my role?
- Am I communicating effectively with those around me?
- Is my conduct consistent with someone who is professional and credible?

After identifying your personal brand, the next step is to develop a plan centred around communicating that uniqueness to others. This may involve presenting at a conference, changing your image, writing a relevant article, posting a blog, developing a newsletter or volunteering for an event. Ultimately, your goal is to get your name out there and reach your intended market.

Like it or not, personal branding has become essential to the way we do business today. Consider yourself a walking, talking, living, breathing marketing campaign and like any other marketing campaign, you need to invest in it. So, how will you position yourself to win?