

top tips

for improving your Personal Brand

The first impression you make leaves a lasting impression. Here are 10 Top Tips for making sure it's a good one.

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01 First impressions count

People tend to do business with people they like. Statistics demonstrate that impressions are formed within 3-30 seconds so learn to maximise this small window of opportunity. Consider your presentation, speech and body language. Do they support what you would like to convey?

02 Dress for success

Interestingly, 93% of the first impression we form about others is based on the visual and we either like what we see or don't. Remember, prospective clients are no different and likewise, they will be assessing you. Make sure you dress to reflect your role and meet their expectations.

03 Get it right, first time

We've all heard the saying that 'you never get a second chance to create a great first impression.' Make sure you aim to get it right the first time and don't underestimate the power of impressions when it comes to engagement, likeability and potential for business.

04 Invest in building your brand

First impressions also contribute to your personal brand and whether you are perceived as professional and credible. Personal branding relates to the way you market you and influences both career progression and client's purchasing decisions. Invest in building your brand both internally and externally.

05 Project your authenticity

Ensure you project authenticity in your brand. Promoting a genuine and honest brand is key to your success and demonstrates the value you offer. Promoting your brand also is a way of increasing your professional visibility. Find ways to get your name out there.

06 Are you perceived as 'quality'?

Personal branding influences whether you are perceived as 'no frills' or 'quality'. People like to be associated with quality so strive to create a brand that is associated with value, excellence and one that is attractive to prospective clients.

07 Your personal brand is unique

Interestingly, your personal brand is unique and can't be replicated by others. It incorporates:

- 1 what you are - values, morals, ethics
- 2 who you are - qualifications, skills, achievements and finally,
- 3 how others view you – reputation, credibility and perception.

08 What can you improve?

When considering how to create your ultimate brand, it is essential to reflect upon anything you may need to improve on. Areas to consider include – first impressions and presentation, speech and body language, skills or technical ability and finally, the level of service you provide.

Nikki Heald is the Managing Director of Corptraining, established to provide dynamic and modern training solutions appropriate to the insurance and financial service industries. Her programs focus on developing soft-skills to enhance professional visibility, resulting in increased credibility and referrals.

09 Everything associated to your brand matters

Remember, everything associated or attached to your brand matters. Extended image is paramount and your on-line presence plays a significant role in supporting your intended message. LinkedIn, websites and business cards should reinforce and be aligned with the way you would like to be perceived.

10 Find creative ways to promote your brand

Finally, find creative ways to promote your brand and position yourself as an expert. This could include hosting a small event, writing an article, posting a blog, creating a newsletter, networking, getting involved in community service or delivering a presentation on a topic which is your speciality. //