



Personal Branding— Stand Out From the Crowd

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Two quotes

- ▶ ***Be yourself!! Everyone else is taken.***

-- Oscar Wilde

- ▶ ***Always be yourself: No one can tell you that you are doing it wrong.***

-- Kathy Simmons

Director Career Services

BlueSteps



Outline

- ▶ WHAT IS IT?
- ▶ WHY IT'S IMPORTANT?
- ▶ WE USE A BRAND FOR:____?

Definition Of Branding

“A **personal brand** is your image and reputation.

Personal branding is the act of developing the strategy and actions to guide your brand.”

-- Karen Kang from *Branding Pays*



The Importance of Branding for Individuals

- ▶ Enhance recognition as experts in their field
- ▶ Establish reputation and credibility
- ▶ Advance careers
- ▶ Builds self-confidence.
- ▶ Brand is a pre-qualifier
- ▶ Acts as a framework to begin establishing a relationship.



The Uses of a Personal Brand

- ▶ Career building
- ▶ Job search
- ▶ Increase your name recognition
- ▶ Build your reputation
- ▶ Promote your employer
- ▶ Increase your social standing
- ▶ Further your beliefs

Creation of a Brand

Establish :

- ▶ An inventory of core competencies
- ▶ Your expertise
- ▶ Demonstrated abilities
- ▶ Existing level of recognition.

Answer questions:

- ▶ Who needs to know about you
- ▶ What need are you best positioned to fill
- ▶ What differentiates you from others in your field or space?



The Three Elements of Personal Branding

1. Value & Beliefs: What do you stand for?
2. Differentiation: What makes you stand out?
3. Marketability: What makes you compelling?

Your are now a business of one.

Guidelines

- ▶ We don't use titles
- ▶ We don't say "how" we do it
- ▶ First word starts with "I"
- ▶ Followed by a verb and an object



Clichés – avoid using these terms

- ▶ Team-Player
- ▶ Communication Skills
- ▶ Proven Track-Record
- ▶ Problem Solver
- ▶ Results Oriented
- ▶ Strong Work Ethic
- ▶ Bottom-Line Focused
- ▶ Responsible For ...
- ▶ Self-Motivated
- ▶ Fast-Paced Environment

Some Sample Brands

- ▶ *I create winners in a losing environment*
- ▶ *I help the world stay in focus*
- ▶ *I help professionals transform their values, strengths and talent into revenue*
- ▶ *I move brand strategies forward for your business success*
- ▶ *I take care of the details so you can do what you do best*
- ▶ *I turn **Red** To **Black***



Guiding Your Brand

- ▶ Your LinkedIn summary
- ▶ Actively participating in LI discussion groups
- ▶ Networking
- ▶ Blog articles
- ▶ Speaking
- ▶ Social events

Recommended LinkedIn Groups:

- ▶ Personal Branding To Market Yourself Over The Age of 50
- ▶ Contract, Consulting, Freelance and Part Time Jobs
- ▶ Executives and Managers, Networking, Forum and Jobs
- ▶ Portfolio Careers



Last Word

“What would you do if you were not afraid?”

“If you don’t ask a question, the answer is always no”.

“ No one can make you feel inferior without your consent.”

--Eleanor Roosevelt