# Personal and Business Branding

The Key to Thriving in Your Career

### Branding

What is it really and why does it matter?

## Branding Defined

- Personal branding is the practice of people marketing themselves and their careers as brands.
- The personal branding concept suggests that instead that success comes from self-packaging.
- Additionally, business branding is one of the most important aspects of your business.
- An effective brand strategy gives you a major edge in an increasingly competitive market. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. (Entrepreneur.com)

# The beauty of personal & business branding...YOU are in control!



### In the world of branding....

PERCEPTION IS REALITY!!!!!

- Are you the innovative brand?
- Are you high cost, high quality for retail?
  - Are you low cost, high value for retail?

Perception

Reality





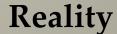
Perception



Reality



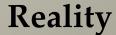
Perception







Perception







First impressions are important. While a book should not be judged by its cover, many people are unlikely to read it if the cover is not inviting.

anonymous



# First Impressions & Personal/Business Branding

- According to a study done by the University of Connecticut, first impressions turn out to be <u>67 percent</u> accurate.
- When you (as a personal brand) walk into a room, others assess your self-confidence and ability to present yourself off of 60 seconds of information.
- Could it be that the same is done for your business through your business channels? I would argue that you have less time to make an impression in the virtual realm.

#### First Impressions - Pretty Woman

**Before** After





# First Impressions for your brand are derived visually from...



- Website
- Social Media
- Promotional and Marketing Materials
- Logo
- Packaging

# One of the most important visual branding aspects is...your LOGO



- Your logo is the graphic symbol that represents a person, company, or organization.
- Everything from the fonts, colors and imagery are important for the logo and brand identity.
- Your logo is NOT your brand, just a subset of it.

#### Diving Deep: Brand Assessment

The 360 Assessment (give this out to at least 10 close family and/or friends)

**Brand Attributes** 

How do you and those who know you define your brand?

(This will create a voice for you and your personal/business brand later)

# Next – Position Yourself and Your Business

- 1) Who is your target audience and what do they need?
- 2) What are your strengths and your value?
- 3) Who or what is the competition?
- 4) What is your company's mission?
- 5) What are the benefits & features of your products/services?
- 6) What qualities do you want your customer to associate with your business?

Now Let's Write Your Positioning Statement..

# Brand Positioning Statement

- Target Audience (For)
- Problem Statement (Who needs or wants)
- Category (I am…)
- Value Proposition (Who provides../ what pain point do you heal?)
- Competitive Differentiation (Unlike..)

• Excerpt: Branding Pays

#### The Elevator Pitch

- What you do or what you want to do
- The context and value you provide
- Evidence of your value

 Once you have these, you can develop your brand strategy and entry into the marketplace.

## Branding TakeAways

- Have an awesome logo
- Get your brand messaging and positioning down
- Integrate all these qualities across the board verbally & visually (even on company letterheads, business cards, etc.)
- Create a voice for you and your business and then apply this across all platforms
- Write a tagline
- Be true and authentic to yourself
- Be consistent

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