

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 vs. Reality

Perception



Reality



Perception vs. Reality

Perception



Reality



Perception vs. Reality

Perception



Reality



Perception vs. Reality

Perception



Reality



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 67 percent 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
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- 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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