

SAY YES!

TO YOUR COMPELLING VISIONS

VIDEO
#11

BE YOUR OWN BEST MARKETER - KNOW YOUR PERSONAL BRAND

Learning to love marketing –

Important concepts to remember:

- To know what's ideal for you requires a critical examination of who you are professionally.
- Moving forward, you'll need to develop and articulate your personal brand. Identify what you stand for and how you stand apart from all the others doing what you do, and let everyone know about it!
- Look at yourself as a brand. What is the specific experience you deliver – emotionally, aesthetically, functionally? (See more about building a fearless brand by visiting [Fearless Branding](#).) What is unique, powerful and special about you?
- Speak up and power up in sharing your accomplishments and special talents in an engaging way.

KEY TAKEAWAY

You are incredibly special, amazing, important, valued. Are you demonstrating and communicating that every day?

5 Core Steps to Determining and Communicating Your Personal Brand:

1. GET CLEAR
2. GET SPEAKING
3. GET WRITING
4. GET COLLABORATING
5. GET ENVISIONING

GET CLEAR

Note: You need to compare yourself to the TOP people in your field, not to those who aren't successful or competent. Don't use descriptors that every other professional in your field uses.

1. Download and complete my *ACP Personal Branding Workbook* to help you clarify your unique competitive advantages and personal brand.
2. Describe your work in 10 words or less – your key topics, your area of expertise, your passions? Who are you? Who do you love to serve?
3. Why you? (Why should folks want to hire you or work with you, ask for your contribution, or buy your services or products?) What special qualities, talents, and perspectives and experiences do you bring?
4. What are the problems or “pain points” that you, your products or services solve? Who is facing a challenge or dilemma that needs your help? What skills and competencies do you offer?
5. Who is your ideal client or customer?
6. Check out *Be Your Own Best Publicist*, by Jessica Kleiman and Meryl Weinsaft Cooper for more ideas about how to build our reputation and promote your personal brand.

REMEMBER

You must have a crystal clear understanding of what you're passionate about and what you stand for in your work in order to engage others and build a community that supports your work.

TIPS FOR GETTING CLEAR:

- Find 3 of your chief competitors. What and how are they communicating? What are they doing well? Poorly? What aspects speak to you? How are you different? What elements can you emulate?
- Get on [LinkedIn](#) and ask for endorsements and testimonials from colleague and peers you like and respect. Soak up all the praise you get, and truly let it in! What others remember and say about you reveals how you have made a difference.

REMEMBER

Communicating your expertise and brilliance is an effective and efficient means of building your community, developing new business, and building your career. Speaking can take the form of public speaking, seminars, sharing your expertise with colleagues – everywhere you speak!

GET SPEAKING:

1. Practice speaking about your accomplishments in a way that is comfortable but not overly-humble. For tips on how to present yourself and your achievements in effective ways, check out *Brag! The Art of Tooting Your Own Horn Without Blowing It*, by Peggy Klaus. Role play with a friend or a colleague to get more comfortable speaking about what you stand for and your personal brand.
2. List a few events with speakers you've attended in that last year or so. What drew you to the event? What feeling did the speaker leave you with? Did you take any action as a result?
3. Examine your area of expertise and brainstorm three distinct topics for three distinct audiences – what information is at the core for all three? How would you tweak it depending on the audience? What action steps can you provide?

4. Identify 10 groups or organizations in your state that offer programs in your field of interest. Read their sites/newsletters to find out the recent and upcoming speakers and the topics of their presentations. Do you sense some potential value in joining? What topic can you see yourself offering to this audience that's relevant, compelling, and timely?

GET WRITING

1. List the current communications you have or are developing (i.e. website, blog, brochure, social media profiles, articles, newsletters, books, etc.). Why have you chosen these? How do you plan to get potential colleagues, peers, employers or customers to see them? (Where do they "live, work and play"?)
2. Brainstorm 3-4 different angles for content that professionals in your field can use – e.g. How-to lists, Top Ten lists, recommended resources, inspirational stories about you or others, must-read books, etc.
3. Do research to find 20 KEY influencers in your field/market who inspire you. (e.g. authors, bloggers, journalists, business coaches, business leaders). Who has the success level you want? What are one or two strategies for reaching them? What are one or two things they do that you'd like to emulate?
4. What can you do today to get on the path to doing more writing that will inspire in you?
For instance:
 - Research and write a new article and submit it to your top 5 online publications.
 - Begin your blog this week
 - Develop a social media strategy (choose either [Twitter](#), [LinkedIn](#) or [Facebook](#) and become very adept at that network) in a way that highlights your talents
 - Attend business development seminars – live or virtually
 - Hire a coach

REMEMBER

Communication=Community, and Content is Crucial. Engage with your support community and build an amazing reputation by sharing what you're paying attention to, and why it benefits them.

GET COLLABORATING:

1. What expertise, experience and connections could you bring to a collaboration with a great new colleague?



2. Brainstorm three like-minded professionals whose work complements yours. Reach out to these potential collaborators through social media or via email, and tell them of your interest in their work and learning more about it, and exploring the possibilities.

3. Find local organizations, publications, newsletters, memberships in your core area that could use your expertise and writing, and offer to contribute a piece, blog post, etc.

4. Get on [LinkedIn](#) (download my *LinkedIn Primer* to get you started) and begin to build your support network and community to 500+ members (and offer endorsements to professionals you admire).

GET ENVISIONING:

Understand what you want, and what you're willing to invest and do to get it. Start to flesh out a realistic and comprehensive budget and plan for your time, money and energy that creates the space (emotional, financial, and behavioral) for you to transition yourself to this next chapter with amazing success.

Answer these questions:

1. What is your most compelling story about who you are as a professional?

2. What aspects of your story make you lose your "power" and how can you address those?

3. When is the next opportunity for you to communicate your personal brand and professional story to new colleagues (a business event, webinar, workshop, meeting, conference, etc.)?

REMEMBER

Start envisioning yourself in the role, function or position you dream of, and start talking about it.

Great job! Thank you for committing yourself fully to a life of passion, power, and purpose, and to doing the work of building an amazing career!

– **Kathy Caprino**