

Marketing Your Personal Brand

Leveraging your competitive advantage by owning and controlling your reputation in the marketplace.



Understand Your:

Values	What is important to you? What do you value in yourself and others?
Successes	When have you been successful? What were you doing? What resources did you engage?
Style	Is your tone, posturing and positioning consistent with your values? Does your image support your brand?
Actions	Are you acting in accordance with your values? How are you marketing your strengths?

Why a Personal Brand?

Given the increasingly competitive business marketplace, developing a strong personal brand is key to differentiating yourself from your competition and attracting positive opportunities.

We all need to manage our reputations – how we are perceived by others and the values they assign us. Perception is reality in the minds of others and can directly affect the opportunities we are given.

A personal brand is your reputation; it is your legacy and how you are known. Authenticity is at the heart of branding. Effective marketing can only begin by understanding what is genuine and valuable.

Understanding what you stand for, what you represent, how you are known and the value others can expect from you enables you to market yourself, and your skills, effectively to an audience that will find you relevant.

Consider what others can expect from working with you – will it be a positive or challenging experience? How are you different from your competitors? *What makes you special?*

A brand cannot make you something you are not... It will, however, unleash your power and passion and bring positive opportunities your way!



The Power of Feedback

Engaging others in your personal branding process is critical. Measure perception against reality by asking for honest feedback in a controlled environment. Was the feedback what you expected?

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