The Power of Personal Branding

Article · April 2016

1 author:

Avinash Pawar
Savitribai Phule Pune University
84 PUBLICATIONS   **450** CITATIONS

SEE PROFILE
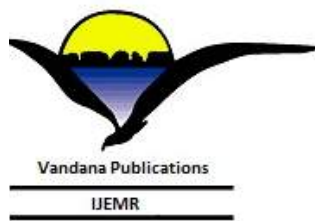
Some of the authors of this publication are also working on these related projects:

Retail Management View project

Social Media Marketing View project

The Power of Personal Branding

Prof. Avinash Pawar
Rajiv Gandhi Business School, University of Pune, INDIA

ABSTRACT

Personal branding is the procedure whereby individuals and their vocations are set apart as brands and it varies from notoriety management and impression management with its motivation. It is straightforwardly planned to make a benefit and brand value that relates to a specific individual or person. Normally branding endeavors require broad money related backing for advancement to make brand mindfulness and a short time later brand dependability. Online networking, with its ideological and innovative structure, gives the chance to the general population to advance themselves as brands in a moderately shoddy and productive way.

Online personal branding means an approach to convey great properties of an individual self in the online stage keeping in mind the end goal to separate oneself from others that will help to accomplish the expert objectives alongside social yearnings. Various studies concentrated on the significance of having a solid personal brand yet generally overlooked the method for creating it in the virtual world.

The goal of the paper is to investigate different writing from various orders to address the importance of building up a personal brand.

Keywords--- Personal Brand, Personal Branding, Personal Identity, Personal Image

I. INTRODUCTION

Personal Branding is the act of individuals promoting themselves and their vocations as brands. While past self improvement management methods were about self-change, the personal-branding idea recommends rather that achievement originates from self-bundling. The term is thought to have been initially utilized and talked about as a part of a 1997 article by Tom Peters.

Personal branding is basically the continuous procedure of setting up a recommended picture or impression in the psyche of others around an individual, gathering or association. Personal branding regularly includes the utilization of one's name to different items. For instance, the VIP land big shot Donald Trump utilizes his keep going name broadly on his structures and on the items he underwrites.

Branding has achieved another level of basic due to the ascent of the Internet. The development of the virtual world made the need of overseeing online characters. In spite of being explicitly virtual, social networking and online character can influence this present reality. Since Individuals need to depict themselves a specific path to their group of friends, they may work to keep up a specific picture on their online networking locales. Therefore, online networking empowers the making of an online personality that may not be totally consistent with the genuine self.

Today, included accentuation is put personal branding, particularly in the online world. Bosses are currently progressively utilizing online networking devices as a part of request to vet candidates before offering them interviews. Such systems range from looking the candidates Facebook or Twitter channel to leading vast historical verification utilizing web indexes and different apparatuses.

Among occupation seekers, this is prompting a shift far from the act of presenting a resume as an aspect of their responsibilities application procedure to furnishing potential businesses with access to various personal brand resources. Such resources are liable to incorporate a resume, connections to a painstakingly oversaw LinkedIn profile and a personal site, confirmation of articles which spread unique thoughts on industry websites and proof of having a web taking after. Such endeavors give work seekers better chances of being seen by potential businesses.

Personal branding is not only for big names or those in the corporate part. As an analyst, receiving the procedures and practices created in business colleges to make your very own brand can be an intense apparatus for showcasing yourself. Numerous scientists are

uncomfortable with advancing themselves or their work. The general supposition is by all accounts "let your work do the talking". Be that as it may, nobody will think about your work unless you let them know about it. As an early profession scientist, it is totally fundamental to advance yourself.

Personal branding offers guarantees of expanded achievement in the business world. A large number of self improvement guides, programs, personal mentors, and articles exist to help people figure out how to self-brand. These systems accentuate legitimacy yet surrounded as turning out to be "'a greater amount of who you are' and also who 'you were intended to be.'

Personal Brand is discernment or feeling kept up by some individual other than you that depicts your remarkable qualities and impacts that individual's association with you.

The opposite side of these 'methodologies for achievement's is this is extremely unpretentious self-commoditization. Since personal branding is essentially calling attention to, and sometimes, praising, certain constructive attributes of an individual, it is similar to conventional branding of items and organizations. This places people in the spot of items, in which their endeavors to seem more human are subverted.

This probability is misused by VIPs and legislators, as "promoting individual personalities as items" is a compelling approach to increase a great many fans online as well as, all things considered, also. For big names of various kinds, online personas are their brands. Advertising for Justin Bieber and Barack Obama alike can undoubtedly control the "brand" and amplify introduction and productivity.

Then again, personal branding may bear the cost of potential bosses the chance to all the more precisely judge a hopeful's capacities and social reasonableness, since online journals, profiles, sites, and so on are bits of work that can be assessed.
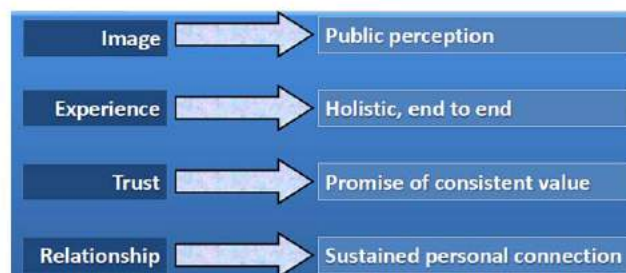
Building a recognizable personal brand opens professional opportunities. Creating a vision for your future and implementing that vision can lead to:

- A better job
- Better contacts and clients for your company
- Industry recognition
- More Opportunities
- Better Growth

There are 3 Cs of building and managing your reputation and creating a Personal Brand

- Credibility – You stand on your integrity
- Consistency – Always deliver value
- Clarity – Purpose and meaning are clear

PERSONAL BRANDING EXPOSURE

II.   MPORTANCE OF PERSONAL BRANDING

Personal branding is the procedure whereby individuals and their professions are set apart as brands. The idea proposes that achievement originates from self-bundling. An advantage that relates to a specific individual or individual Includes yet is not constrained to the appearance and learning of the individual prompting a permanent impression that is interestingly discernable. The term is thought to have been initially utilized and talked about as a part of a 1997 article by Tom Peters.

Most branding exploration to date has just inspected brands from a soulless viewpoint; that is brands are not living creatures. By and by personal brands are expanding being used and have been a piece of the explanation behind the development and proceeded with quality of some brands in regions of showcasing, for example, expressions of the human experience, games, legislative issues and the callings. The development in personal brands by and by highlights Keller's (2002) considerations that examination into branding by scholastics was being constrained by the limited meaning of what branding is, or a little "b" approach, though experts have connected branding in a more extensive setting, or an expansive "b" approach. This hole amongst specialists and professionals in numerous zones of branding should be shut by directing further research.

Personal brand can be characterized similar to a man, name, term, sign, image or plan, or a blend of these, planned to distinguish the products or administrations of one vender, or gathering of dealers, and to separate them

from those of contenders (American Marketing Association 2007)
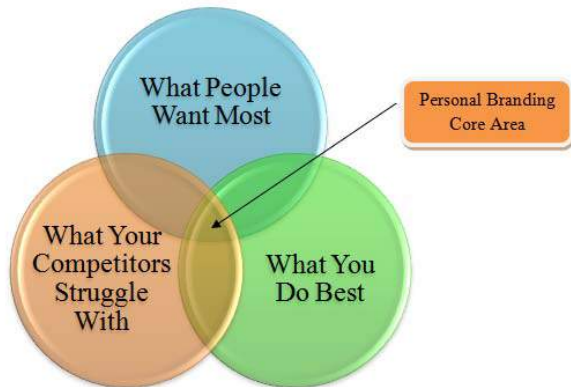
Building up a personal brand guarantees that as an individual is not left behind inside the occupation choice process and that they build up the upper hand that positions them for the profession opportunities they merit, (Horton, 2011). With the constrained positions accessible in today's employment market, having a solid personal brand is the thing that can open numerous entryways for an assortment of openings for work. Personal branding has turned into a vital angle for applicants inside employment seek (Horton, 2011).

While numerous organizations are utilizing the chance of web indexes and online networking as enlisting apparatuses for future representatives, personal branding has turned into a critical part of the employing process. "Online devices have permitted personal branding to end up a critical promoting errand for regular individuals. The reason for personal branding is that everybody has the ability to be their own brand and a man's principle employment is to be their own advertiser," (Labrecque, Markos, and Milne, 2011). Considering this idea, jobseekers have the chance to brand themselves into anything they seek, the length of it fits inside their intended interest group.

A standout amongst the most vital parts of building up a personal brand is separating between essential wordings inside the branding range. As indicated by Labrecque, Markos, and Milne (2011), the initial step starts by building up a brand character and imparting that through brand situating to a particular target gathering of people. "Brand personality is characterized as how the advertiser needs the brand to be seen". Brand situating utilizes that particular brand character to separate the individual from different competitors inside their intended interest group by highlighting imperative qualities and parts of the brand personality. The brand picture is then noted as an impression of the individual from their gathering of people. This response is "by and large in view of obvious conduct, nonverbal conduct, and other noticeable prompts"

With the present ascent of online networking, management of one's personal brand has become less demanding. Numerous people use different outlets, for example, Facebook, Twitter, personal websites, and LinkedIn, to create and keep up their own brand. The way to keeping up an effective personal brand is keeping the consistency of the brand over all mediums. "Clarity and consistency are vital to making a compelling brand, "(Morton, 2011).

III.   BRAND BUILDING

Personal brand is the manner by which you appear to the world. Along these lines, it serves to reason that a solid brand is desirable over one that is unpolished and uninteresting. When individuals know who you are and start to distinguish you with a particular territory of comprehension or ability, you'll be well on your approach to turning into the go-to individual in your corner or industry.

At the point when looking at building a positive expert picture Dr. Laura Morgan Roberts states "when you introduce yourself in a way that is both consistent with self and esteemed and accepted by others, impression management can yield a large group of great results." Furthermore, investing energy making a picture that is not legitimate won't be feasible and will prompt contrary outcomes professionally and even personally. Personal Branding Strategy ought to incorporate distinctive features as takes after

Nature of Work: Be on-time, precise, and responsive. Keep in mind the qualities most respected in a representative are capability, character and duty, so attempt to show these step of the way.

Physical Appearance: proficient dress, make-up, and adornments that mirror your personality however are proper to the business that you work in and the corporate society.

Responsiveness: continue top of your messages, voice messages and react to needs, especially those that affect another person's capacity to do their work

Responsibility: we might all want to be correct constantly, yet you will acquire regard on the off chance that you will assume liability when something does not go as arranged

Correspondence and Listening: notwithstanding being responsive you need your correspondence to be clear, compact and aware. Take an ideal opportunity to listen to others and tackle their thoughts.

Office Etiquette: Avoid being too uproarious or problematic, especially on the off chance that you work in a desk area setting. Be delicate about what you bring for lunch, Respect protection

Your personal brand ought to mirror your actual character, ought to be based on your qualities, qualities, uniqueness, aptitude and capability.

IV. VISION, MISSION AND VALUES
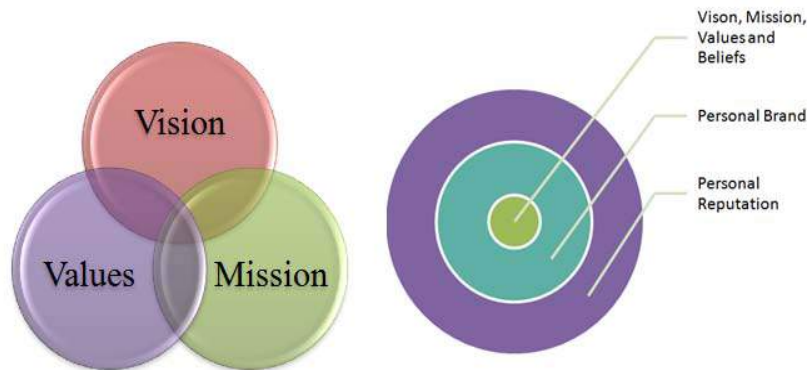
Steps 1: Know Your Brand
[1]Define who you are
[2]Spot target audience
[3]Get to know competitors
[4]Craft your personal Brand profile
Step 2: Communicate Your Brand
[1]Write your story
[2]Brand your traditional communication tools
[3]Communicate your brand online
[4]Create a communication plan
Step 3: Control Your Brand Ecosystem
[1]Your image
[2]The appearance of your branded materials
[3]Your unique career path
[4]Your network
[5]Your performance in your current workplace

V. LITERATURE REVIEW

The idea of personal branding is not remarkable; it is gotten from the same essential idea of item improvement and special techniques changed into personal advancement and self limited time endeavors. Personal branding is thought to be a developing new idea in the practice arranged showcasing writing (Zarkada, 2012); it had been very much honed by different experts on different grounds, for example, sportsmen, legislators, representatives and performers (Shepherd, 2005). The meaning of personal branding depends on correspondence, for occasion –how the personal brand is being imparted and introduced to others by showcasing characteristics of the individual self which will separate the personal brand from others (Arruda, 2003). As indicated by Shepherd (2005), the significance of having a personal brand is very much perceived because of the expanding weight of globalization and developing online networking. Shepherd additionally contended that, the standards of personal branding do have similitude with the basics of item advertising and branding strategy.

During the time spent personal branding, people are generally connected with self-showcasing. In any case, Shepherd (2005) depicted personal branding from a livelihood perspective and portrayed the potential advantages of acquiring personal brand building methodologies to pick up prevalence in the occupation market. Clare (2002) portrayed the significance of separate oneself from others through personal brand working so as to accomplish proficient objectives and aggressive edge. Mccorkle (et al, 1992) portrayed the essential target and significance of self-showcasing to highlight perceived aptitudes to fulfill proficient objectives. Be that as it may, these studies were basically in view of the idea of personal branding to accomplish proficient objectives and didn't specify the inspiration of self-promoting or personal branding to accomplish personal or social objectives. In the event that we consider online correspondence stages or informal organization stages as a business sector and the clients of online correspondence stages as brands, people are basically getting included during the time spent making and advancing their personal brands which would serve for achieving social objectives.

Shepherd (2005), Winch and Webster (2012) contends that „personal branding‟ writing in some courses holds fast to the idea of „product branding appr‟oach. Shepherd (2005) additionally proposes that, the hypothesis of human character development can likewise be talked about with regards to personal branding to clarify how individuals build their online personal personality.

Labrecque, Markos and Milne (2011) have contended that the virtual space gives diverse stages to people to self-brand their own character with the assistance of Web 2.0 innovation. As indicated by the creators, online personal sites and social networking profiles can be well sensible by anybody with no earlier specialized information through advanced Web 2.0 innovation instruments. Web 2.0 urges people to give client produced substance, transfer pictures, content, recordings and advanced resumes and bio-information. (Labrecque et al.

2011). Therefore, web today has turned into a web stage for keeping up personal brands.

The idea of personal branding was initially presented by Tom dwindles (1997) where he portrays everybody to have the force of being their own brand (Labrecque et al. 2011). There are other steam of work from some creators thought to be a pioneer in this field, for example, Montoya (et al 2002), Arruda (2003) and Dan Schwabel (2009) exhibiting the quality and possibilities of developing a solid personal brand. There are rich articles, self improvement guides and magazines accessible in the web from different advertising experts showcasing intensely on the significance of having a solid personal brand, how legitimately it ought to be developed and imparted. Be that as it may, the plenitude of books and articles on personally branding seldom underline how personal brands are built as a general rule in various stages with the test of keeping up legitimacy inside the brand. As we discover, a large portion of the literary works accessible on personal branding have a tendency to be

down to earth giving indications on how well it ought to be created (Bendisch et al. 2007).

Pundits of personal branding (Conley, 2008; Zarkada, 2012) have generally dismisses the bounteous online materials of personal branding as they were excessively manipulative, uncertain and scarcely propose a strong hypothetical structure on this idea. In this manner, it gets to be basic to address a hypothetical system inside personal branding which is durable with the writing.

As indicated by Aaker (1997), brand personalities are the arrangement of personality measurements applicable to the human attributes connected with the brand. At the point when brand is being conceptualized through item related characteristics, brand is characterized by its utilitarian and passionate advantages alongside quality serving the brand to be assessed through purchaser viewpoint. Then again, personality measures are set of measurements that help the brand to self express them and to empower them to make their own character.

Brand image	Characteristic	Example
Sincerity	Down to earth	Family-oriented, small-town, conventional
	Honest	Sincere, real, ethical, thoughtful
	Wholesome	Genuine, classic, old-fashioned
	Cheerful	Sentimental, friendly, warm, happy
Excitement	Daring	Trendy, exciting, flashy, provocative
	Spirited	Cool, young, lively, outgoing, adventurous
	Imaginative	Unique, humorous, surprising, artistic, fun
	Up to date	Independent, contemporary, innovative, aggressive
Competence	Reliable	Hard-working, secure, efficient, trustworthy, careful
	Intelligent	Technical, serious
	Successful	Leader, confident, influential
Sophisticated	Upper class	Glamorous, good-looking, pretentious, sophisticated
	Charming	Feminine, smooth, gentle, sexy
Ruggedness	Outdoor	Masculine, active, athletic
	Tough	Rugged, strong, no-nonsense

Figure: Five Personality Dimensions based on Aaker (1997)

Personal Brand Identity: Personal brand character can be gotten from the center ideas of brand personality. As indicated by Kapferer (1997:17) - "The brand is the item as well as it gives the item meaning and characterizes its personality in both time and space." Brand way of life as depicted by Aaker (1996) are the novel arrangements of relationship to address what the brand remains for and to pass on brand guarantees to its clients and to partners.

Aaker (1996) portrays brand way of life as a mix of center and broadened personality. The center character of the brand highlights the brand's vision, for example, what the brand initially is and where/what it needs to be. The center character of the brand likewise gives the impression of the association's procedure and tries to separate the brand to its clients by including the brand's extraordinary affiliations. Then again, the augmented personality gives the brand a

feeling of „completeneśs and supplements the brand's center character as it were. (Aaker, 1996)

Personal Online Identity: There had been much research on how individuals build their personalities in both disconnected from the net and online situations (kozinet, 1997; kozinet, 2002). Online environment offers an extensive variety of stages for development of characters keeping in mind the end goal to set up or keep up social connections, for example, informal communication locales, multiplayer gaming, talk rooms, web dating and marital destinations and numerous more (Ribeiro, 2009). It's regularly contended that the framed online personalities fluctuate from each other's relying upon the online stages with these social online advancements.

Personal Brand Image: Like the idea of individuals brand personality, individuals brand picture idea is should have been supplemented from the hypothetical comprehension of „brand imagé' ideas. Keller (1993, refered to in Lee et al. 2011: 1093) portrayed brand picture as "discernments around a brand as reflected by the brand affiliation held in shopper memory." Brand picture is about brand's observation to its buyers (Aaker, 1996); customer's considerations and emotions about the brand (Roy and Banarjee, 2007). In conventional brand building hypothesis, situating is about making a recognition about the brand in buyer's psyche taking into account the brand's item related traits, for example, value quality, toughness investigating brand's practical affiliation (Herrmann and Huber, 2000). Brand situating methodology is looked for by advertisers to increase upper hand; along these lines shopper promoting inquire about generally characterized brand situating technique to prompt brand's utilitarian elements. In any case, commentators had contended that brands ought not just be situated taking into account the item related traits, situating a brand in light of brand's typical affiliation, for example, non item related qualities can give a brand unrivaled upper hand. (Poisez, 1989).

Personal Impression Management: Impression management is portrayed as cognizant endeavors to control, direct and control practices so as to force a positive impression to a focused on group of onlookers (Rosenberg and Egbert, 2011). Impression management depends on communications, individuals take part in "vital activities to make and keep up a sought picture. (Goffman, Rosenberg et al. 2011:2). Individuals take part in different self-presentation strategies to keep up a craved picture to others to accomplish short or long haul interpersonal objectives. Considering individuals as brands, their self-presentation/impression management strategies in different collaborations can be characterized as endeavors to position their personal brands with a specific end goal to force great brand picture

.
VI.   SOCIAL MEDIA FOR PERSONAL BRAND

Social media plays a very important role in creation of personal brand. You can have a good access with the help of online tools like Facebook, LinkedIn, Twitter and Pinterest etc
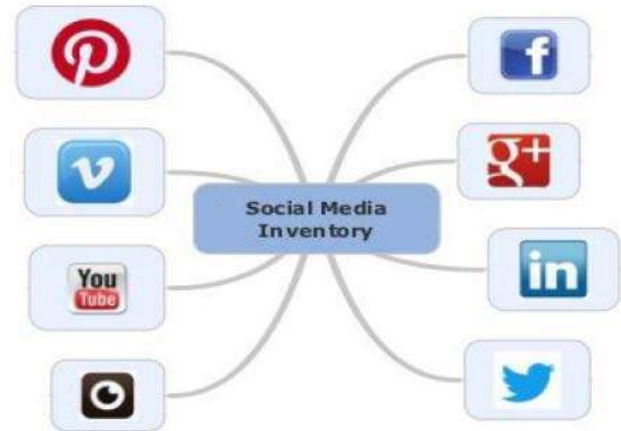
Figure: Social Media Inventory for Personal Branding

[1]Begin a rundown of all your online networking profiles including usernames, passwords, and/or when you began the record.
[2]Note what sort of posts you share by means of these profiles E.g. on LinkedIn, sharing information about expert portfolio.
[3] Note who your gathering of people is with every profile. Ex. on Facebook, companions, family, and partners see my posts.
[4]Create content on your profile in view of the interpersonal organization administration you are utilizing. Ex. LinkedIn ought to incorporate your resume and expert portfolio

        To emerge in the advanced closeness and be one of a kind people must be their own brand. Today there are various ways and channels through which a man can make and build up their personal brand; one that has turned out to be increasingly essential amid the most recent years is online networking. Without a solid personal brand it can be hazardous to position oneself on this focused business sector. Subsequently, it is vital to recognize the attributes that make you particular from your rivals. As purchasers turn out to be more mindful of their opposition, the significance of being what one cases, being genuine, is turning out to be much more essential. It is about impacting others, by making a brand personality that partners certain discernment and emotions with that character. Branding is not only for organizations any longer (Peters, 1997).

        Fruitful personal branding involves dealing with the recognition viably and controlling and affecting how others see and thinks about a man. Having a solid personal brand is by all accounts an exceptionally critical resource

in todays on the web, virtual, and singular age where we invest increasingly energy online and where the online world is a vital spot to be seen. Online networking encourages the possibility of personal branding through the character creation for which pictures can be an apparatus. Today we live in a photographic-picture soaked world and outwardly utilizing pictures are capable methods for conveying one.

Branding is thought to be a late expansion in the unmistakable writing of promoting however it's for the most part practice situated and was generally disregarded in the field of scholastic for an extensive time (Klein, 2002). It's thought to be a developing field speedier than any time in recent memory with some significant hole in the different rising branding hypotheses (Hughes 2007, Zarkada, 2012).

Refuge, Sullivan and Cheney (2005) depicted analogy of branding "gets from the assigned responsibility for". Branding was customarily restricted to purchaser situated items before the media development, and divided crowds force a few difficulties to oversee branding in various approaches to provide food particular or extensive number of gathering of people. Therefore, Branding endeavors required management of certain positive picture and very much made character to sooth huge quantities of gathering of people. Today branding endeavors are watched not just among purchaser situated items; it's very much honed in the field of corporate correspondences, in the administration business furthermore among people depicted as "Personal Branding".

VII. CONCLUSION

Personal branding has turned out to be progressively essential in the previous 17 years inside the expert world for individuals of all ages. In 1997 when Tom Peters presented having a personal brand, he changed the way individuals were seen and advertised in commercial ventures.

Personal branding has turned out to be progressively famous, as computerized innovation has advanced. Having a personal brand is turning out to be more basic among individuals when it used to just be considered for individuals of a specific stature. It is essential to make a brand that addresses the individual and precisely speaks to themselves and the individual they need to elevate to the business sector. A personal brand is an incredible approach to put oneself on paper and have an inventive representation that can permit you to have consistency through shown work and ventures. By making a personal brand it permits a more intensive take a gander at what qualities or attributes one will discover critical. Once a brand is produced the most critical part is looking after it. A brand will be begun yet never completed and it is critical to develop with your brand and stay up with the latest. A personal brand is more than a showcasing

explanation; it is the manner by which you need to be referred to and perceived as.

Keeping up a personal brand is generally as imperative as the creation. Ensuring your brand is reliable all through your personality pieces and that it precisely reflects who you are, is vital in having a solid brand that individuals will recall and see as applicable. Since online networking is such a solid piece of today's way of life, it is additionally critical to keep your brand steady and clear among social networking destinations, particularly ones that are utilized as a part of an expert way, i.e. LinkedIn. A personal brand will help with extending your personal and expert system. Since systems administration is a standout among the most vital parts of employment looking for now, keeping up and sharing your brand will indicate help organizations recall who you are.

Generally speaking, the significance of having a personal brand is to emerge from your companions and set up an imaginative name for yourself. By appreciating what a personal brand is and figuring out how to make and look after it, one will see how this brand called you will advantage themselves in the expert world.

REFERENCES

[1] Aaker, D.A. (1996) Building Strong Brands. New York: The Free Press

[2] Aaker, J. (1997) "Dimensions of Brand Personality." Journal of Marketing Research, 19(August): 347-356.

[3] Ahmed AA and Siddique MN. 2013. Internet Banking Espousal in Bangladesh: A Probing Study Engineering International, 1, 40-47.

[4] Alam MA and Islam MM. 2012. Plan and Policies for Success in the Business World: A Conceptual Study ABC Journal of Advanced Research, 1, 60-69.

[5] Arruda, W. (2003), An Introduction to Personal Branding: a revolution in the way we manage our careers.

[6] Awan AG and Khan RE. 2014. The Enigma of US Productivity Slowdown: A Theoretical Analysis American Journal of Trade and Policy, 1, 7-15.

[7] Bendisch, F, F., Larsen, G and Trueman, M (2007). Branding People: Towards A Conceptual Framework. Bradford University School of Management, UK.

[8] Birnie, S. A., & Horvath, P. (2002). Psychological predictors of Internet social communication. Journal of Computer-Mediated Communication, 7 (4)

[9] Allen, P. (2011). Building Your Brand via Social Media. Sportsturf, 27(9), 20-21.

[10] Barnett, C. (2010). Managing your personal 'brand' online. Quill, 98(2), 23.

[11] Bitti, M. T. (2007). Online career branding; clean cyberspace identity. National Post.

[12] Cheney, G. , Lair, D. , & Sullivan, K. (2005). Marketization and the recasting of the professional self: The rhetoric and ethics of personal branding. Management Communication Quarterly, 18(3), 307-343.

[13] Deckers, E., & Lacy, K. (2011). Branding yourself: using social media to invent or reinvent yourself. Indianapolis, IN: Que.

[14] Elmore, L. (2010). Personal branding 2.0. Women in Business, 62(1), 12.

[15] Everett, L. (2008). Corporate marketing taking control of 'Brand Me'. Accountancy Ireland, 40(3), 53-54.

[16] Grant, T. (2008). Building a personal brand: A serious proposition or passing fad? An interview with Cathy Sims. Business Communication Quarterly, 71(3), 380-383.