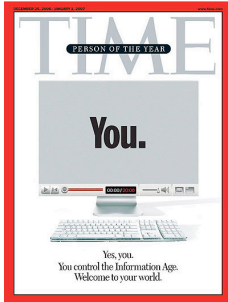


Personal Branding Checklist sheet

“Your personal brand is comprised of your character, competence and charisma. It’s who you are, what you do and why you’re special. You have to create it, claim it and then make sure everyone in your network knows about it!”

“The fundamental unit of the new economy is not the corporation but the individual” Tom Peters



Process- BRAND YOU!

Below is a process will you need to address to create your personal brand. Google yourself? Do you come up? Control what is being said about you, how you are represented and seen. If you are not online you are invisible.

1.Planning Stage Why: Your goals for branding yourself?

“ Vision is a love affair with an idea.” Clarke and Crossland.

- Visibility, Preference, Credibility, Engagement, Influence, Perception

Who? Who is your audience and who do you want to influence?
Choose a Niche or target Audience (make branding easy) “

“It is easy to decide what you are going to do. The hard thing is to decide what you are not going to do.” Michael Dell

- Key stakeholders
- Industries
- Peers
- Decision Makers
- Key Network

- Niche - smaller the audience the larger your message to them because of your reach.

2.Extract and Get and External View Point

What is your current brand identity? Identifying brand You. Me Inc.

This involves looking at yourself and your attributes in a brutally honest way. It takes guts to unflinchingly take stock of the details of your life, personality and achievements.

Like

Improve upon

External Feedback - current reputation

- 360 reach - online tool
- What words would you use to describe me?
- Listen to how you are introduced.
- What am I good at?

“All the worlds a stage. I love the Brand You idea, the brand you life. It is my life. My love. My art. My craft. My performance.” Tom Peters

40 yrs 11000 days to go! Life is short, play more...

Your personal ethics: What you stand for? 3 Brand rules: clarity, consistency, constancy. One core message.

“Create a cause not a business.” Gary Hamel

What do you want it to be? Own your brand.

- Work out what traits you want to scrap and what you want to profile.
- What is the pitch? Take a position. What do you want to be known for?

3. Express Stage - Getting your message out there How to we reach your right target market of people you want to influence? Choose the right tools!

"We are CEOs of our own companies: ME Inc. To be in business today, our most important job to be head marketer for the brand called you." Tom Peters

Using collateral: your look feel style - evaluate your touchpoints

- Positioning Brand Statement - attach and idea to yourself
- Elevator pitch - express your essence in a sentence
- Profile
- Portfolio
- Biography
- Press Kit
- Cover letter
- Social Media profiles; LinkedIn Profile
- Recommendations
- Success stories
- Your brand identity system - Name in font, tagline, colour, thank you notes
- PR
- Domains
- Website
- Email accounts and signature
- Phone message
- Texting

Personal Branding Checklist sheet

- Pictures
- Events
- Office environment
- Personal style; (reflect your brand) grooming, clothing, posture, communication style
- Forums - On and Off Line
- Networking Associations

End game is a media/communication plan for me.

4. Ongoing Measurement

- Google
- Google Alerts
- Network expansion
- Projects
- Recommendations
- PR
- [Vizibility](#)

If you are not branding yourself, you can be assured that others are doing it for you!

Resources:

[Reach](#) - Online branding

[Selfbrand](#) Catherine Kaputa

Colin Wright - [How to be remarkable](#)

[Jump start your personal brand](#)

[Tom Peters](#) the brand you 50 - [Amazon](#)

Personal Branding Checklist sheet

Dan Schawbel - [Personal Branding Blog](#)

[Personal Branding Slideshare](#) - Kristian Andersen

Your brand surey - [Brand You](#)

[Online ID calculator](#)

Personal Branding Summit in itunes

[Online Johari Window](#) - your key attributes

[Visibility.com](#)

“Personal branding is all about soft power. It’s about knowing how you add remarkable, distinctive, measurable value, and being able to communicate and market yourself and your ideas. The reason most people don’t succeed is not because they lack business or technical skills. It’s because they lack soft power skills: the ability to communicate well, to influence and persuade, to build a powerful network of business associates, and to plan a career strategy that maximizes your strengths and the realities of the marketplace.”

Katherine Kaputa

Contact: Danielle MacInnis to do a [Personal Branding workshop today](#).