

The ROCK #1 - Personal Branding

Your personal brand is how you appear to others. Why do you need one?
How can you improve your personal and professional brand?



What is a Personal Brand?

- + Your **Reputation**
- + Your **Legacy**
- + Your **Style**
- + Your **Actions** and **Reactions**
- + Your **Knowledge** and **Expertise**
- + The **Emotional Connections** you make...*How authentic are you?*
- + The **Relationships** you build
- + Your **Vision** of who you want to be and what you want to accomplish
- + Your **Attitude**
- + How the world **Perceives** you

Your Personal Brand is your ability to stand out from the crowd with class.

Personal Branding

- + Is about deciding to take an active role in the direction of your life.
- + Is managing your life and not depending on others to do it for you.
- + Is how to make the most of what you have to offer.
- + Gives you permission to be yourself so you can create the destiny you are meant to fulfill.

*Constantly analyze yourself.
Consider who you are, what you are capable of,
and what talents you have.
Through this process you increase your self-awareness.*

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Personal Branding Helps You To...

- + Take time to examine how you appear to others.
- + Build a better understanding of what it means to have style and a presence.
- + Learn to avoid being seen as one of the crowd.
- + Feel better about yourself and live a life that is real and authentic.
Accept who you are.
- + Increase your achievement and professional fulfillment because you are aligning who you are with ***what you do and how you do it.***
- + Achieve more when you are organized and able to use all that you have to offer.
- + Control your career and your life. Take control of who you are and what you need to do. You do not have to do what others want you to do.
- + Identify what makes you different from others who do what you do.
- + Embrace your differences instead of hiding them just to fit in.
- + Increase your visibility by teaching you to how to make yourself stand out using the techniques that work for **YOU.**

People with strong Personal Brands are paid more than people that are ordinary.

Why Do You Need a Personal Brand?

- + Build confidence
- + Differentiate yourself from others
- + Identify your vision and purpose in life
- + Achieve your goals
- + Connect with people and build strong relationships
- + Build your strengths, value, talents, and skills
- + Market yourself
- + Be more able to find a job
- + Open up alternative career paths
- + Build trust and authenticity
- + Build loyalty
- + Take ownership of everything you do

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Components of an Effective Personal Brand

- + Your Needs and Wants
- + Interests
- + Passions
- + Enthusiasm
- + Vision
- + Strengths
- + Style and Presence
- + Education and Knowledge
- + Character
- + Communication Skills
- + Goals
- + Your Story
- + Values
- + Emotions
- + Relationship Building Skills
- + Connection Skills
- + Adaptability
- + Coachability
- + Being a Team Player

How to Build Your Personal Brand

- + Develop a Vision
- + Develop a Style
- + Become and stay relevant
- + Evaluate your strengths and weaknesses
- + Be authentic in all things that you do
- + Nurture those around you
- + Have a positive mental attitude
- + Build comfort and confidence in your brand
- + Produce genuine value

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Demonstrate Your Personal Brand

- + Stand for something-have conviction
- + Have a consistent message
- + Create a unique style
- + Engage in community involvement
- + Highlight your brand
- + Use social media to your advantage

Dress every day as if it is the most important appointment of your life.

Personal Branding Enables You To...

- + Realize it is okay to be yourself
- + Gain confidence
- + Build credibility
- + Showcase your specialty
- + Leave your mark
- + Connect with any audience
- + Distinguish yourself from the competition
- + Focus your energy
- + Influence everyone you meet
- + Accomplish your life goals
- + Increase satisfaction in both your professional and personal life