

# A Brand Called You!

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# Back to Basics: Defining Brand and Branding

## THE PRODUCT - YOU

- Brand is promise
- Brand is trust
- Brand is reputation

## THE PROCESS – THE PLAN

- Branding is storytelling

# Oprah



One of the strongest Brands in the world

- Oprah is focused on humanity
- She is incredibly consistent



# The Plan Step #1

- A Brand Called You Activity

## The Plan Step #2

- Create a Personal Mission Statement
- Create an action plan

Example “I am a highly qualified, proven, results-driven professional who wants my legacy to include mentoring young talent.”

## Step #2 Continued

### A personal brand must...

- Be clear, distinctive, easily understood, and express a unique compelling benefit that people believe in.
- Establish a place of trust and relevance in the customer, clients or colleagues minds

Remember the three C's when it comes to a personal Brand...

Clarity  
Consistency  
Constant



# The Plan Step #3

- Listen to Feedback
- Ask your friends, coworkers, and family members what you mean to them.
- Take notice of feedback such as compliments.

# The Plan Step #4

**Market yourself  
Practice your brand everywhere  
you are always on stage....**

# Personal Brand Marketing

Adapted by Timothy P. O'Brien, "The Power of Personal Branding"

- Look the part
  - People often make up their mind about you in just one-quarter of one second... dress and groom yourself like a million bucks every single day
- Sound the part
  - ...blow them away with a powerful 15-second commercial
- Maintain contact intentionally
  - The average person needs to hear your message six-eight times to remember you
- Build relationships with key hubs
  - Hubs are those rare people who know lots of people whom you want to know, and when they speak to their peers on your behalf they give you instant credibility
- Promote! Promote! Promote!
  - Position yourself as the expert by writing for periodicals and speaking at functions that reach your target audience

# Personal Brand Marketing

Adapted by Timothy P. O'Brien, "The Power of Personal Branding"

- Reputation is everything
  - Ferociously guard your reputation
- Keep your eye on the ball
  - Your private and public lives must be aligned
- Be Humble
  - Fight the tendency to be professionally arrogant. Always look to learn and grow
- Show people you care
  - Never miss an opportunity to go the extra mile
- Consistency Matters
  - Don't miss a beat reinforcing your brand-EVER! Exhaust them with consistency

# What is your on-line presence?



# Your Brand...On-line

- Do you have an appropriate email address?
- Have you googled yourself? What's out there for everyone to see?
- If you have a blog or a website, is your content really what you want others to read?
- If you belong to a social networking site (Facebook, MySpace, etc.), do you have appropriate pictures, appropriate content, appropriate links to friends, or appropriate groups?
- Are you aware that some employers are checking potential employee's websites, social networking sites, and blogs? Is your presence consistent with what you would like for them to see?

# Tips to Create A Positive Web Presence

- Place restrictions or limitations on your accounts
- Do NOT put incriminating pictures of yourself on your sites
- Un-tag All your photos
- Join professional websites (LinkedIn)
- Create an electronic portfolio

# Final quotes...

(Timothy O'Brien)

- If you don't pick your own brand, others will do it for you.
- Remember you are your best bet.
- For a personal brand to be great it must be an authentic reflection of you.
- What's the word or phrase you want others to think of when they think of you?

# Questions?

Thank you for the opportunity!  
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