

TAKE CHARGE
OF YOUR
BRAND



PRESENTED BY

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WORKSHOP OBJECTIVES

- ✓ Learn how to use Planning, Assessment, Expression as your three personal branding strategies.
- ✓ Learn how to write your personal brand statement.
- ✓ Apply personal branding strategies online and offline

ICEBREAKER ACTIVITY

Introduce yourself by sharing the following:

- Share one brand you buy frequently and describe the brand with three adjectives

THREE REASONS WHY ...

I. Define what you stand for: owning your personal brand reveals to the world who you are, what you believe in, and what you stand for...

THREE REASONS WHY ...

2. Differentiate yourself from the competition: provide others with short-cut in their decision making.

3. Explain how your past fits into your present: As your career(s) change, so does your brand.

DEFINITIONS

PERSONAL BRAND = “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, then make sure everyone in your network knows about it.”

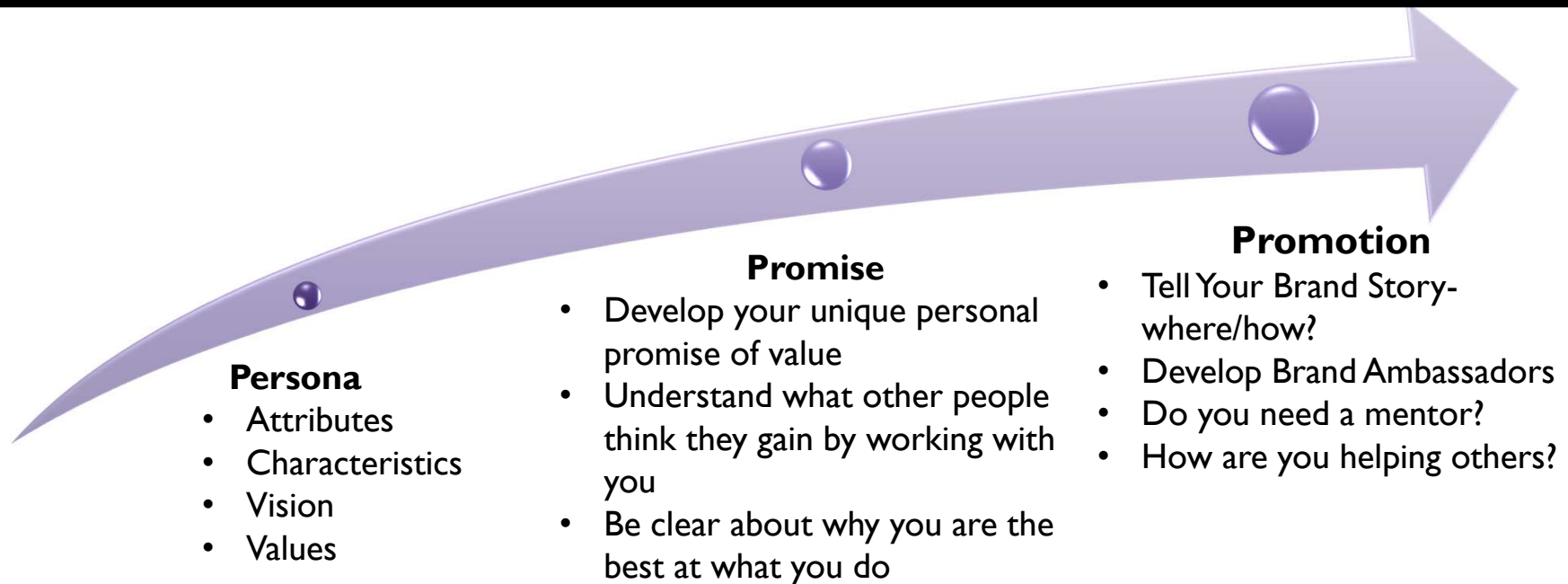
(Tom Peters)



THREE PERSONAL BRAND MANAGEMENT STRATEGIES

- **PLANNING:** Know what you want. Know where to get it.
- **ASSESSMENT:** Know who you are.
- **EXPRESSION/Promotion:** Know, how and who you will share with.

PERSONAL BRAND MANAGEMENT TASKS





BUILD YOUR PERSONA

- A persona describes who you are and the qualities that make you, *YOU*.
- They are your distinct attributes, characteristics, vision and values.



BUILD YOUR PERSONA

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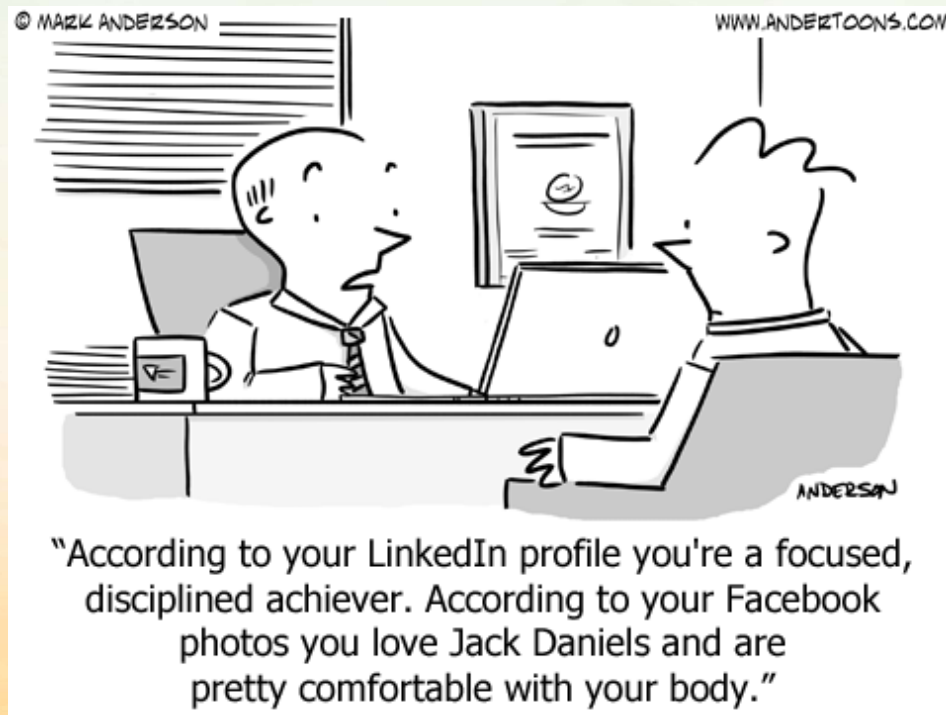
- What are your core values?
- What are my key strengths and weaknesses?





CREATE A PERSONA

Find your common voice





BUILD YOUR PROMISE

- What is your unique value?
- How does someone benefit from working with you?
- What sets you apart?



WHAT'S YOUR PROMISE?

- How does someone benefit from working with you?
- What are my unique personality and professional attributes?



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PERSONAL BRAND STATEMENT

- ✓ Communicates who you are
- ✓ It reflects your professional reputation
- ✓ On your resume, or linked-in profile, the statement is used *to* summarize, in just a few words, who you are and value you offer...



COMMUNICATE YOUR BRAND

Building your personal brand statement





BUILD YOUR PERSONAL BRAND STATEMENT

- ✓ Who's your target audience?
- ✓ What's the value you bring?
- ✓ What's your product promise?





MY PERSONAL BRAND STATEMENT...

I help organizations and individuals communicate their value and achieve success through enduring marketing and personal branding strategies. Experienced in leading, successful, multi-million dollar marketing campaigns, I provide guidance to my employers that is relevant, data-driven and results-oriented.



HOW TO BUILD YOUR PERSONAL BRAND STATEMENT



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A personal brand story is a short pitch (1-3 sentences) that communicates your **value** (what you are the best at), your **audience** (who you serve), and your **promise** (how you perform your value uniquely).



EXPRESSION: *PROMOTE YOUR BRAND*

- Tell Your Brand Story by using your brand statement and apply promotional tactics
- Develop Brand Ambassadors
- Do you need a mentor?





HOW & WHERE DO YOU PROMOTE YOUR BRAND?

- Present at Conferences
- Attend Conferences
- Volunteer
- One-on-one conversation
- One-on-one conversation
- Live-it
- Blog
- LinkedIn Articles
- Email signature
- Local Meet-up
- Interest Groups
- Networking events
- and more...*

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CHALLENGES PROMOTING ONESELF

- Never thinking you are ready
- Waiting too long to step up
- Gender & cultural differences
 - Upbringing: taught to be humble, not competitive
 - Self-Promotion is bragging
 - Women: risk averse





ADD PURPOSE TO YOUR PERSONAL BRAND



help others





murphypittiewithpurpose

Edit Profile



94 posts

266 followers

382 following

Murphy Pittie With A Purpose

...his purpose is to show you that with training and love "pitties" are friendly and loving dogs. Murphy-our goodwill ambassador! (by Guisselle Nuñez)

POSTS

IGTV

SAVED

TAGGED





CSJ Fire Station 1

@MURPHYPITIEWITHPURPOSE



ANNUALXMASVISIT

CSJ Fire Station 30



murphypittiewithpurpose

San Jose, California

murphypittiewithpurpose "Our #annualxmasvisit to @sanjosefirefighters stations 1 & 30. I was Santa's helper again...carrying in the trays of 🍪s! Made some new friends too!" #merrychristmas 🎅 #thankyouforyourservice #pitbullsofinstagram #pitbulladvocate #dogslife #dogsgiveback edesabitbadal Merry Christmas! 🎄 ❤️



DECEMBER 2

Add a co



murphypittiewithpurpose

Menlo Circus Club Stables

murphypittiewithpurpose @humanesocietysv FurBall! My first black tie event! @pitbullofficial #pitbullsofinstagram #pitbullsofinstagram @modernogmag gingerthefashionpup Murphy looks so handsome! abullynhislittleman So handsome! :) looking good with your parents! 🐶💕



47 likes

APRIL 21

Add a comment...



...



NBCBAYAREA.COM

Delta Airlines Gets Backlash For Pit Bull Service Dog Ban



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San Jose, California

murphypittiewithpurpose "Made it on @nbcbayarea last night talking about getting support against @delta pitbull support/emotional support dogs." Watch news story : <https://www.nbcbayarea.com/news/local/Delta-Airlines-Gets-Backlash-For-Ban-on-Pit-Bull-Service-Dogs-488456911.html> Sign the petition: <https://www.thepetitionsite.com/754/671/276/delta-airlines-bans-pit-bull-service-and-support-dogs/?> Pitbull and fur baby



35 likes

JULY 18

Add a comment...



...



@murphypittiewithpurpose

WORKSHOP

Summary



KEY TAKEAWAYS:

Three personal
branding strategies

✓ PLANNING

✓ ASSESSMENT

✓ EXPRESSION/
PROMOTION

Personal
Branding
Statement

Add Purpose to
your
Personal Brand

Invest in your
brand
15 minutes
each day

**Get a new
headshot!!!**



