



Best Personal Branding Tips

1. To be remembered, be remarkable.
2. Focus your skills and promote yourself as the go-to person in your field.
3. A brand vision is to know where you want to be. A brand mission is to know what needs to be done to get you there.
4. Be consistent.
5. Choose a favorite phrase that says what you're all about and use it in a sentence at least 3 times a day. Mine is 'It's all about getting chosen.'
6. Be yourself, and be true to your core values. Even if people disagree with you, stick with who you are. Personally, I can come across a little too aggressive for some. But my motives are good, and I am ethical. That is what is important.
7. Start a conversation with someone new.
8. More and more, clients and employers are performing online searches to learn more about the people with which they are considering to engage. Having a search engine friendly web site makes it more likely they will find you.
9. **Authenticity.** If your customers and perspective clients can't feel that you believe in yourself and your product then all the marketing in the world won't necessarily get you anywhere. Do what you believe - and believe in what you do: That creates an underlying relationship built on trust that will net you the clients.
10. **Develop your 15, 30, and 90 second "personal commercial"** . 15=handshake intro, 30=elevator pitch, 90=interview "Tell me about yourself". Ask your mentor "What's my brand, what do people think of when they think of me?"
11. What goes around comes around. Go out of your way to assist others, talk other people up, and do anything to help them reach their potential. People will remember you by what you do for others much more than they will remember any catchphrase or business card you give them.
12. For your personal brand, think Person, Paper and Power.
 - **Person:** Make yourself real, genuine, reflective of your personality and style. I do that with a caricature, as part of my image. The Person also includes being who you are—being real—face to face, on phone calls and on paper.
 - **Paper:** Online or print, make sure your brand is distinct visually and in message approach, style and tone. I like to use humor and wit to make a point. I balance that with my strong work ethic, strategic perspectives, but note that I do enjoy a good laugh. Write it. Print it. Show it.
 - **Power:** Make your personal brand active, distinct, powerful. That means you step out of the comfort zone of your personal tastes, and Power Up your "look and feel." Then Power-fully share your brand, not only in your marketing efforts, but your sales efforts, networking and more.