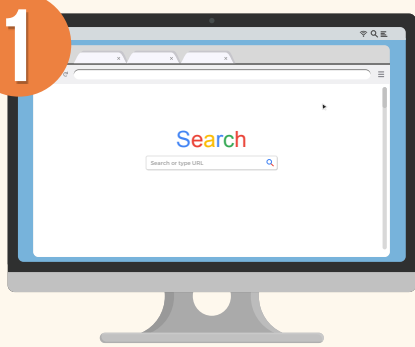


# PERSONAL BRANDING



## HOW DO YOU CREATE ONE? Try these steps.

### 1 GOOGLE YOURSELF



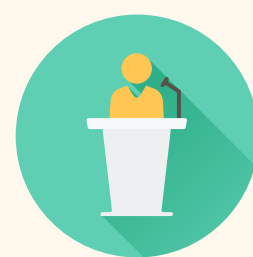
See how you appear. Audit anything less than savoury.

### 2 CONTROL WHAT YOUR AUDIENCE SEES

Social Scientist Erving Goffman proposed thinking of yourself as an actor in a play. Control what your audience sees, and how they perceive you, through the various channels you use to express yourself, like public speaking, writing articles, email, and social media.

### 3 CREATE A PERSONA

Some say your brand should be your authentic self because it's easier to maintain, but there's no law that says you have to. Create a persona if that better serves your purposes, as long as you're prepared to back it up.



Public Speaking



Writing Articles



Email



Social Media

A4 fold line

A4 fold line

### 4 ADD VALUE

Your personal brand needs to add value, or no-one'll care. That value could just be a convenient way for someone to remember you, or you could be informative, entertaining, or an expert in a specific field.



### 5 CARVE A NICHE

It's easier to be remembered for something specific than something general.

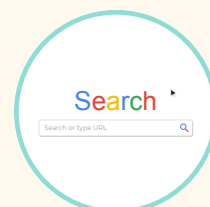


## SUMMARY

Your brand sums up the experience of having a relationship with you. It's a bit like marketing yourself. You can test your personal brand with an exercise called Johari's window.

Google it now!

## HIT THESE 5, AND YOUR REPUTATION WILL PRECEDE YOU!



The way you're perceived is your personal brand, and alongside everyday life, it's also important in business, especially with the growth of the internet and social media.