

Personal Brand Builder

Being good at what you do is important.

Being KNOWN for that is PRICELESS!

What IS a personal brand?

- Your reputation.
- Your track record of demonstrated success (excellence).
- Your key brand promise: 1 thing people know they can count on you to deliver
- What people will say about you when I ask them *“Do you know Bonnie?”*

4 key questions people want to ask ... but never will:

1. Who are you?
2. Why should I care?
3. Can I trust you? (Warmth and trustworthiness)
4. Can I respect you? (Competence)

Some great personal brands & taglines ...

- “I catch babies for a living.” (OBGYN nurse)
- “I’m a heart attack preventer.” (cardiologist)
- “I build crash test dummies for business.” (economist)
- “I get your ice cream to your table, cold and fresh.” (supply chain manager)
- “I protect the nation’s supply of cookie dough.” (quality control food)
- “I keep the train on the tracks, and make sure it gets there on time.” (project manager)
- “I’m a toxic job preventer.” (Catherine Byers Breet, Stripe Changer at ARBEZ)

4 Steps to a great personal brand:

1. Know what makes you great! (Values, passion, talents/gifts)
2. Know what other people think is best about you (What would they tell *me*?)
3. Know your key brand promise (The one thing you can always be counted on to deliver)
4. Now, explain it in 10 seconds flat.

How to get your own 10-second personal introduction.



1 – Know what makes you great!

What do you think are your greatest assets (skills, experiences, etc.)



2 - Know your reputation: What do *other* people think is great about you?

Call or write 5 people who have worked with you and ask them ...

1. What is one thing you can always count on me for?

2. What happens because of me (what is my impact at work, in my community & in my family)?

3. How would you introduce me to my next boss?

4. What are 5 skills you think I am best at delivering?

5. Is there anything else you think I should know about myself and my reputation / personal brand?



3 – Know your key brand promise

- One thing I do really well, in any situation?

- One thing I can always be counted on to deliver:

- How does this translate into a BENEFIT TO A BUSINESS?



4 – Now, explain it in 10 seconds flat!

- What I do: _____

- What I REALLY do? _____

“I catch babies for a living.” (OBGYN nurse)

“I’m a heart attack preventer.” (cardiologist)

“I get ice cream to your table, cold & fresh.” (Supply chain manager)

- Who I do it for (who I help) _____

- Why people should care: What’s in it for them?

Now, make it a bumper sticker
