



# How can Personal Brand help you gain more clients?

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# What is Personal Brand?

- ▶ Your Image
- ▶ Your Mission
- ▶ Your Values
- ▶ Your Vision



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# Your Personal Brand is.....

- ▶ How you promote yourself.
- ▶ It is the unique combination of skills, experience & personality you bring.
- ▶ Telling your story.
- ▶ Your conduct, behavior & attitudes.



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# When you know your Personal Brand....



- ▶ You will have a solid foundation on which to stand.
- ▶ You will feel confident in communicating to your target market.
- ▶ This confidence will enable you to grow your business.

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# What is your Personal Brand?



- ▶ Why did you start your business?
- ▶ What are you most passionate about within your business?
- ▶ What problem do you LOVE to solve for your clients/customers?

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# 50 examples of Core Value words

Sustainability	Innovation	Excellence	Reliability	Loyal
Committed	Dependable	Passionate	Courageous	Respectful
Inspiring	Honesty	Integrity	Consistent	Efficient
Humorous	Optimistic	Positive	Nurturing	Open-minded
Adventurous	Resourceful	Fun	Humble	Community
Customer Service	Quality	Satisfaction	Delight	Responsibility
Support	Caring	Partnership	Best	Value
Transformation	Global	Leadership	Diversity	Teamwork
Transparency	Humility	Results	Fanatical	Friends
Listening	Learning	Family	Remarkable	

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# What is a Mission Statement?

A FORMAL SUMMARY OF THE AIMS & VALUES OF  
A COMPANY, ORGANIZATION OR INDIVIDUAL.

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# Questions to ask yourself...

- ▶ Why does your company exist?
- ▶ What is the purpose of your company or brand?
- ▶ What are your goals?



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# How to write it.....

► It has two parts:

1. The contribution that your brand makes to the lives of others.
2. The impact of the contribution over time.

Use this format:

To \_\_\_\_\_ so that \_\_\_\_\_.



# Now what do you do?

## Knowing your Target Market

- ▶ Consumer or Business?
- ▶ Where will you find them?
- ▶ Putting content out there.



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# Your Personal Brand Image

- ▶ Show people who you are
- ▶ Your staff
- ▶ What you do
- ▶ You with clients





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Just be you