

PERSONAL BRANDING HOW TO MAKE YOURSELF

STANDOUT



Presented to:
American Society of Safety Engineers



Presented by:
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Experience

Marlene Heise, Owner and Chief Strategic Officer, has over 25 years of experience in Marketing, Advertising, Sales, Publication Relations and Promotions. I focus my business on building successful relationships with clients AND assisting them in expanding their business by building brand equity through successful marketing cross-platform campaigns.

Heise Media Group handles the marketing, advertising, public relations and promotional needs of Bank of the Sierra, Banks Pest Control, ESI, Goodwill, HealthSouth Rehabilitation Hospital, Houston Jewelers, Kern Country Tax Payers Association, Today Cleaners and Sparkle Uniform and Rental Company. And, numerous other businesses and promotional events.

Brand Building

- **Challenging Times?**
 - Stand Out!
- **Competition Tough?**
 - Stand Out!
- **Build a strong brand...**
 - Stand Out!

Recognize any of These?



Successful Brands?

- Instantly recognized
- Make an impression
- Consistent
- Cohesive

What is a Brand?

- A valuable asset.
- Creates an **emotional** connection with its customers.
- Visual (Logo) and Verbal (Tag line) brand educates perspective clients.
- Over time a brand creates a clear and recognizable image in the customers' mind.

Why do you “buy” a Brand?

- Why do you buy a product, do business with someone, watch a specific show?
- Why do you like one company that you worked with better than another? One boss better than another?

Personal Brands

- Marilyn Monroe
- Mother Teresa
- Bill Gates
- Oprah Winfrey
- Kim Kardashian

Developing Personal Brands

- **NO different**
 - **Every Brand Must have**
 - One Look
 - One Voice
 - One Image

Action Plan – 4 *Easy* Steps

- **Define** your personal brand – Most Important
- **Create** your personal brand
- **Build** your brand
- **Test, Test, Test ...**

Be Your Own **Brand Manager**

Define Your Personal Brand!

- Personal branding is all about your personal goals ...
 - Dig Deep ... Where do you want to be?
- YOU are the product
 - How you are perceived?
 - How do you want to be perceived?
 - What do friends/coworkers/family think of you?
- How do people describe you when your are out of the room???? (Jeff Bezos, Amazon)

Define your Personal Brand

- Who and what are you?
 - What do you stand for?
- What do you offer?
 - Where is your value?
- What job, clientele, career do you want?

Key words that describe you?

Create your brand, It's Personal!

- Content ...
 - Authenticity is the key
 - You control the narrative
- What language do you use to describe yourself?
 - You are your storyteller
 - You have control of how your story takes shape
- Focus, build and put your energies into your brand
 - Identify, unify the characteristics that define your persona!

- Tell your story ...

Build your Brand

Decide on 1 or 2 platforms

- **New Media/Social – FREE**

- (Biggest cost is the initial investment of your time)

- **LinkedIn** - share your resume and credentials
- **YouTube** - share information w/prospects and customers (video of your product, how to's, demo of products)
- **Facebook** – establish a Facebook account. Communicate on a personal level. Like/share/create events.
- **Blogs** - publish personal thoughts, information on products and services and web links.
- **Instagram** – great for products/pictures
- **Twitter** - tiny random blog posts (140 Characters)

Build your brand

- **Personal Web Site**
 - Landing page w/2-3 pages
 - Your resume/Brief Bio
 - Links to social media platforms

How? Just START!

- What matters to you?
- What do you want your brand/day/life to look like?
- Create a 90 day plan.
- Do your homework.
- Make an appointment with yourself.
- JUST START!

Test, Test, Test

- Have people review your materials
- Test it out on friends, family, coworkers
- Tell them, practice your story/brand
- Always .. Keep moving, get up and do it again, and again, and again until it is right

Don't Stop ...

- **Don't stop** ... marketing.
 - Stand Out!
- **Don't stop** ... competing!
 - Stand Out!
- **Don't Stop**... thinking!
 - Stand Out!

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