

PERSONAL BRANDING

Presenting your best self to others



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COACHING ▶

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WHAT'S YOUR FAVORITE BRAND?



WHAT ARE THE FIRST THREE WORDS THAT
COME TO YOUR MIND WHEN YOU READ:

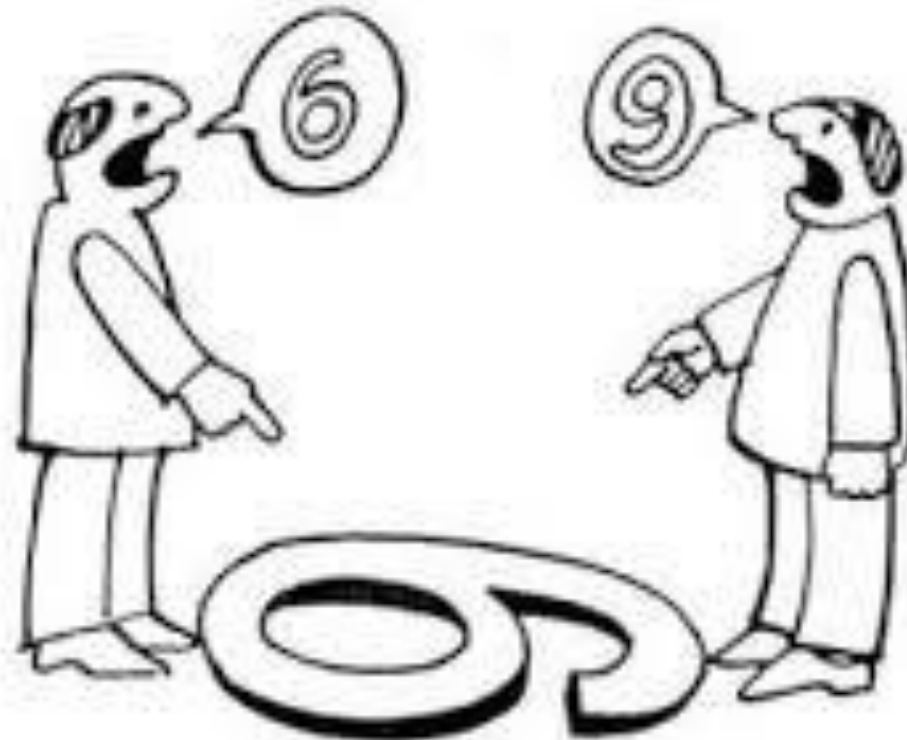


1. _____
2. _____
3. _____



1. _____
2. _____
3. _____

PERCEPTION IS IN THE MIND OF THE BEHOLDER



HOW THE MIND WORKS

BELIEFS / MINDSET
EXPERIENCE



STIMULUS



MIND ARCHIVE



THOUGHT



ACTION



HOW THE MIND WORKS



HOW THE MIND WORKS



STIMULUS



MIND ARCHIVE



THOUGHT / BELIEF



ACTION



WHAT ARE THE FIRST THREE WORDS THAT COME TO MIND FOR THESE PEOPLE?

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- 1.
- 2.
- 3.

A yellow sticky note with a blue pushpin in the top left corner. The note is blank except for a vertical list of three numbers: 1., 2., and 3., positioned on the left side of the note.

- 1.
- 2.
- 3.

BRANDING

COMMUNICATING WHAT WE WANT SOMEONE (TARGET)
TO BELIEVE ABOUT OUR PRODUCT / SERVICE / OURSELVES.



MANY TIMES YOU PERCEIVE REALITY
DIFFERENTLY THAN OTHERS



**“YOUR BRAND IS WHAT OTHER PEOPLE SAY ABOUT
YOU WHEN YOU’RE NOT IN THE ROOM”**

Jeff Bezos – CEO Amazon



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PERSONAL BRANDING

“A COLLECTION OF PERCEPTIONS
OTHERS HAVE ABOUT YOU.”

Remember:
IF YOU ARE NOT BRANDING YOURSELF,
SOMEONE ELSE IS!





HOW CAN **YOU STAND OUT** AND MAKE SURE
PEOPLE PERCEIVE WHAT **YOU** WANT THEM
TO PERCEIVE?

YOUR BRAND

WHO YOU ARE

- ✓ Your values
- ✓ Your history
- ✓ Your personality

WHAT YOU PRODUCE

- ✓ Your products
- ✓ Your services
- ✓ Value offered

HOW WILL YOU COMMUNICATE IT

- ✓ Website
- ✓ Social Media
- ✓ Resume
- ✓ Newsletter

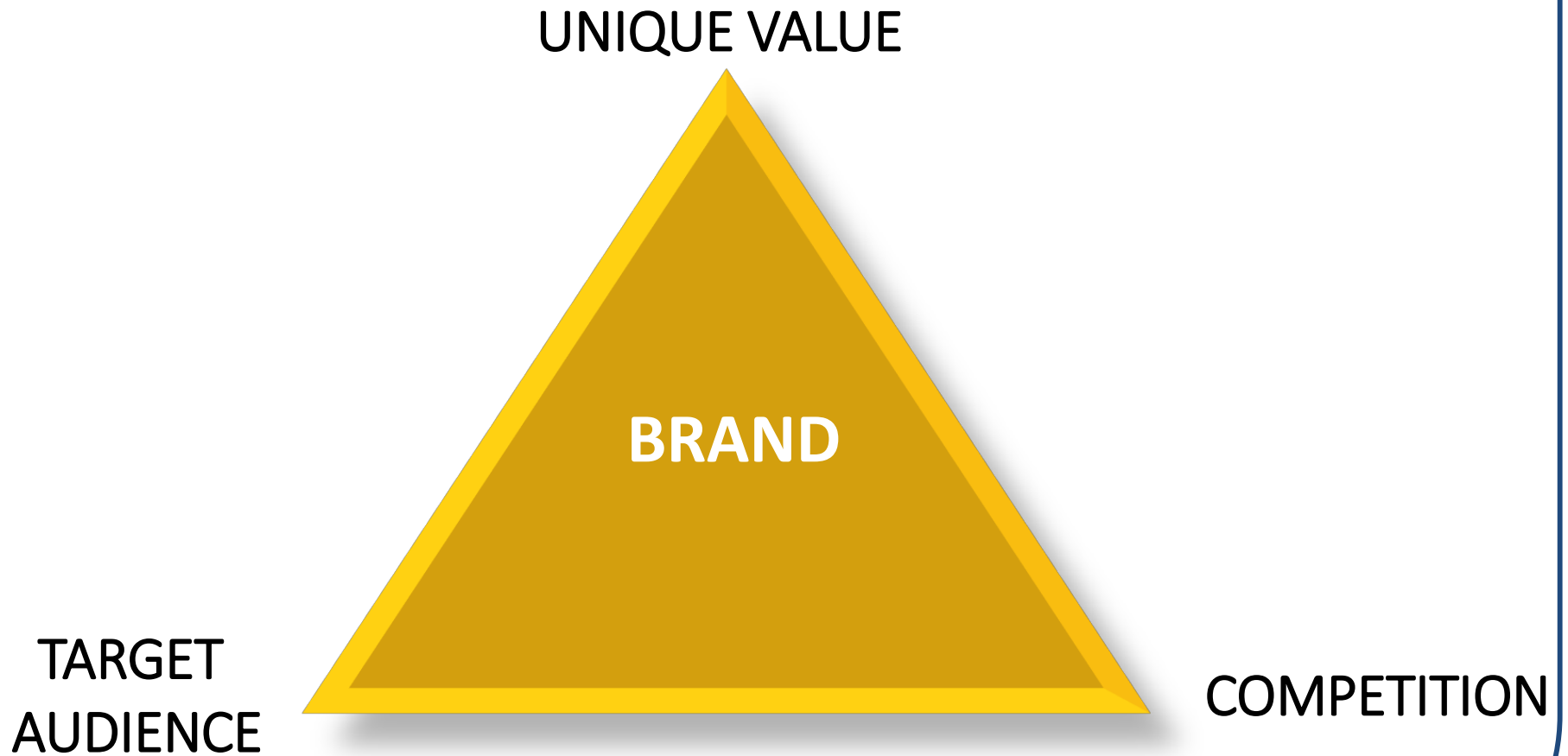
EVIDENCE OF WHAT YOU DO AND HOW

- ✓ Background
- ✓ Credibility
- ✓ Education

WHO YOU KNOW

- ✓ Network
- ✓ Clients
- ✓ Followers

POSITIONING YOUR BRAND



EXERCISE

DESCRIBE YOUR BRAND IN ONE SENTENCE:

	YES	NO	NOT SURE
Is your brand unique?			
Is your brand easy to understand?			
Does your brand tell others the value you bring?			
Is your brand memorable?			
Is your brand authentic?			
Is your messaging consistent?			

STRONG BRANDS ARE:

- VALUABLE
- MEMORABLE
- AUTHENTIC
- CONSISTENT
- VISIBLE
- TRUSTWORTHY
- RESPECTABLE

EXAMPLES

Executive Search

“I specialize in hard to fill positions”

Executive Coach

“I help maximize the human and leadership potential of people and businesses”

CFO

“Fractional CFO that helps businesses grow exponentially”

Resume writer

“I harness the power of words to tell compelling career stories to
“wow!”





**LET'S START
BUILDING OUR
UNIQUE BRAND**



WHO ARE YOU?



THE GOLDEN CIRCLE OF SIMON SINEK



PURPOSE / GOALS

WHAT DO YOU WANT TO ACHIEVE WITH YOUR BRAND?

1. What are your goals?
2. Why is it important for you to achieve those goals?
3. What is your purpose in life?
4. What motivates you?
5. What do you value?
6. What are you passionate about?
7. What do you want to be known for?

VALUE

WHAT VALUE DOES YOUR BRAND OFFER?

1. What are your greatest strengths?
2. What makes you remarkable and unique?
3. How does your uniqueness translate to value?
4. What makes you special?
5. What differentiates you from others?
6. What are your most significant accomplishments?
7. What do people come to you for?

ASK OTHERS

1. What are up to 3 adjectives that others will say best describe you?
2. What are up to 3 adjectives that others will say do NOT describe you?
3. What are up to 3 talents that others would say you do exceptionally well?
4. What will others say is most unique about you?
5. What will others say are other things that stand out about you?

BACKGROUND & SUPPORT EVIDENCE

1. What have been your most significant accomplishments?
2. How does your story / history support your value proposition?
3. Storytelling.
4. Education.
5. Personality / Soft skills

TARGET MARKET

WHO DO YOU WANT TO TARGET WITH YOUR MESSAGE?

1. Who do you want to reach with your message?
2. If it's a company, who in the company do you want to reach?
3. Who is not in your target market?

YOUR VALUE HAS TO BE APPRECIATED BY A SPECIFIC TARGET MARKET AS BEING SUPERIOR TO THE COMPETITION.

COMPETITION

WHO ARE YOU COMPETING WITH?



COMMUNICATIONS



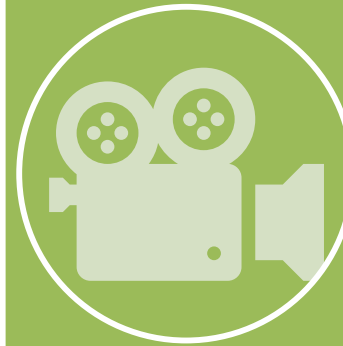
Message



Evidence



Influencers



Media

AUTHENTIC – CONSISTENT - ALIGNED



SHOWCASE YOUR BRAND



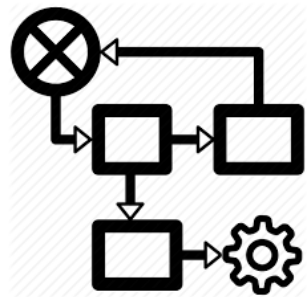
NETWORK



**START A BLOG
OR WEBSITE**



VOLUNTEER



**CROSS-FUNCTIONAL
ROLES**



SOCIAL MEDIA POSTS



MY CHALLENGE

Go through the process and please answer:

1. What is your long-term objective? Purpose?
2. What are your unnegotiable values?
3. What are your strengths?
4. What makes you different and unique?
5. What value do you offer?
6. Who makes up your target market?
7. How will you communicate your message?

GOOD LUCK!



***“IN ORDER TO BE
IRREPLACEABLE
ONE MUST ALWAYS
BE DIFFERENT”***

Coco Chanel





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