

# Presenting Your Personal Brand

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# HOW DO CERTAIN BRANDS MAKE YOU FEEL?

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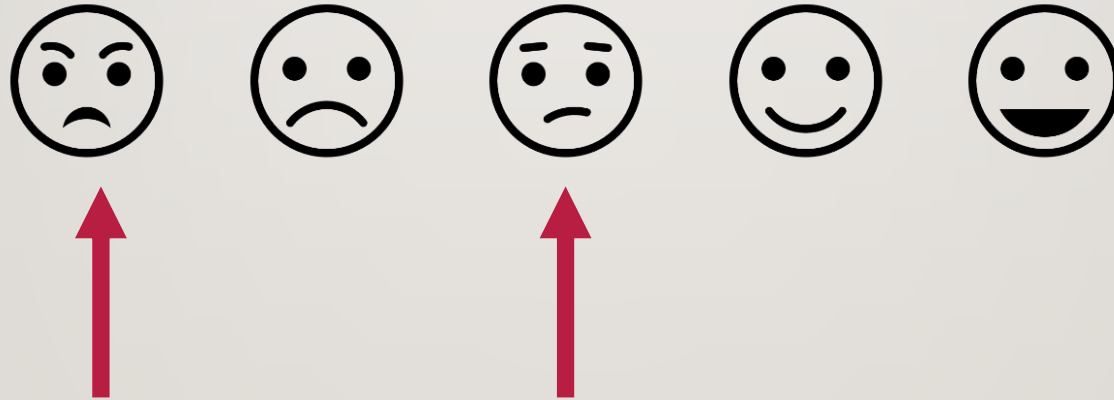


- Fun
- Creative
- Quality
- "Different"

# INTENTIONS VS. RESULTS

A company may define its brand promise

**The customer decides whether or not the company delivered on its promise**



Every company has a brand whether its defined or not

# What About Your Personal Brand?

What do you want people to say?

What do you think they would say right now?





# WHAT ABOUT YOUR PERSONAL BRAND?

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"Your image is your brand and you have only one opportunity to make that first impression.

Choose to make a positive first impression."

*~Cindy Ann Peterson*

*(Image Consultant)*



# FIRST IMPRESSIONS

"First impressions matter. Experts say we size up new people in somewhere between 30 seconds and two minutes." - Elliott Abrams

"You never get a second chance to make a first impression."  
-Will Rogers

"People will forget what you said, people will forget what you did, but people will never forget how you make them feel." - Maya Angelou

# FIRST VS. LASTING

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"Almost everyone will make a good first impression, but only a few will make a good lasting impression."

- Sonya Parker

# FIRST IMPRESSION



- **Personal Brand Statement aka Elevator Speech**
- A concise way of letting others know what you do, and why you're different.
- Examples:
  - When your introduction goes wrong.
  - When your introduction goes right!



# CREATING YOUR PERSONAL BRAND STATEMENT

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- It's your turn!
- Write down 3-5 words that describe what you do
- Craft an "elevator" speech for at least 2 different audiences.
  - Professional
    - Local
    - Networking / Conference
  - Personal
- Practice with a partner
- Revise

# BRANDS EVOLVE, SO DO YOU!

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- Keep your speech fresh and up to date
- Make sure it's natural!
- Practice makes perfect.

# Questions??

Thank You!

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