Presenting Your Personal Brand

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HOW DO CERTAIN BRANDS MAKE YOU FEEL?

• Innovative
• Creative
• Forward-thinking
• “Think Different”
• Fun
• Imaginative
• Quality
• Informative
• Convenient
• Communication
• Sociable
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?

"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

"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

- 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!

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

Thank You!

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