



Your brand operates **24 hours** a day, **7 days** a week, **365 days** a year.

What is a Brand?

- It describes the unique features of a product or service.
- It separates you from the competition.
- It reinforces a strength.
- It creates a positive image.
- It is the real estate you own in the mind of the consumer.

Like real estate, brands develop equity.

- Brand equity is created when the brand is thoughtfully built, carefully managed, and positive associations are cemented.
- Brand depreciation occurs when the brand is mismanaged, misunderstood or neglected.

PERSONAL BRANDING is a way of clarifying and communicating what makes you different and special—and using those qualities to guide your business decisions.
—William Arruda

3 P's of Personal Branding: PERSONALITY, POSITION & PROMISE

PERSONALITY

- Image is the outward expression of personality.
- Your personality is part of your authentic self; including image and presence.

POSITIONING

- Leadership (*What is the leadership role that you play in your marketplace or organization?*)
- Visibility (*How will you get visibility for that leadership role?*)
- Consistency (*How can you consistently deliver on your brand promises?*)

PROMISE

- Brand is the promise of an experience.
- Your target audience can expect that you will deliver something—a product, a service, a message, a solution, a change—and that it will do so in a certain predictable manner. Your brand sets the expectation.

PERSONAL BRAND TARGET

Who are your target(s)? Consider your career goals for the next year or two.

What does your target care about?

How do your skills and abilities fulfill the needs of the target?

***Example:** If you want to become the Director of HR Benefits, your target is the person who will make the decision to promote you to that position: VP HR

Who are your BRAND BUILDERS? What do they need to know about your recent successes? How can you help them achieve their goals?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

DEVELOP YOUR PERSONAL BRAND STRATEGY

Branding, by its very nature is not optional. If you do not position yourself in people's minds, they will do it for you. -Peter Drucker

With your brand builders in mind, create your brand strategy for the next **6 months**.

Goal: _____

Target(s): _____

Leadership

Visibility

Consistency

WOW!!! Action Plan

What are you willing to do **within one week** to place image and actions in alignment with your desired Brand?

Opportunities for alignment	What ACTIONS are you committed to take WITHIN ONE WEEK to strengthen or help transform current brand	PROGRESS/RESULTS Record what was done, when and the results of your actions
Visual Appearance	1. 2. 3.	
Verbal Communication	1. 2. 3.	
Non-Verbal Communication	1. 2. 3.	

WOW!!! Action Plan

What action are you willing to take **within one week** to **BE the brand**?

Opportunities for alignment	What ACTIONS are you committed to take WITHIN ONE WEEK to strengthen or help transform current brand	PROGRESS/RESULTS Record what was done, when and the results of your actions
Leadership	1. 2. 3.	
Visibility	1. 2. 3.	
Consistency	1. 2. 3.	

Marva Goldsmith models what she teaches--reinvention, personal brand and image management. An electrical engineer, Marva returned to school at the age of 41 to receive a Master in Public Administration from Harvard University with a concentration in Leadership. She studied image management with the London Image Institute, Dominique Isbecque International, and the Image Resource Group. She has earned the designation of Certified Image Professional (which is held by less than 150 U.S. image consultants) from the Association of Image Consultants International, where she serves on the International Board. She obtained additional leadership training through the Center for Creative Leadership and Georgetown University's Leadership Coaching Program.

Marva authored six workbooks, including: *"Branding YOU, Incorporated; A Guide to Creating & Maintaining Your Personal Brand"*; *Branding Yourself After Age 50*; *Creating Brand Strategy for Your Life*; and *"Marketing Yourself for the Future: A Visual Workbook for Career Exploration"*.

From corporate clients to incarcerated youth, Marva uses these diverse experiences and her unique skill set to create an environment in which her clients participate in personal and organizational transformation. Clients served by Marva Goldsmith & Associates include the Baltimore City Public Schools, Environmental Protection Agency, Enterprise Rent-A-Car, AARP, National Aeronautics and Space Administration-DC, National Security Agency, Amerisure Insurance Company, Hyatt Regency, Marriott International, and Montgomery College