Contents at a Glance

Introduction ........................................................................................................... 1

Part I: Why Is Personal Branding Important? ......................................................... 7
Chapter 1: Showing the World Who You Are............................................................. 9
Chapter 2: Appreciating the Power of Branding....................................................... 27
Chapter 3: Case Studies in Personal Branding Success............................................. 41

Part II: Knowing Your Brand ..................................................................................... 55
Chapter 4: Defining Who You Are............................................................................. 57
Chapter 5: Spotting Your Target Audience ............................................................ 89
Chapter 6: Knowing Your Niche — and Your Competitors.................................... 103
Chapter 7: Crafting Your Personal Brand Profile................................................... 115
Chapter 8: Writing Your Story.................................................................................. 127

Part III: Communicating Your Brand with the World... .................................... 141
Chapter 9: Branding Your Traditional Communication Tools................................. 143
Chapter 10: Communicating Your Brand Online ..................................................... 163
Chapter 11: Planning Your Personal Brand Communications................................. 197

Part IV: Controlling Your Brand Ecosystem ............................................................. 211
Chapter 12: Fashioning Your Image to Match Your Personal Brand ....................... 213
Chapter 13: Your Visual Identity: Making Your Mark on Your Brand Environment ........................................................................................................... 233
Chapter 14: Focusing on Special Populations........................................................... 251
Chapter 15: Building and Nurturing Your Network.................................................. 271
Chapter 16: Personal Branding in the Workplace.................................................... 287

Part V: The Part of Tens ............................................................................................ 305
Chapter 17: Ten Key Benefits of Personal Branding............................................... 307
Chapter 18: Ten Ways You Can Sink Your Brand .................................................... 311
Chapter 19: Ten Ways to Demonstrate Your Brand............................................... 315
Chapter 20: Ten Things You Can Do to Continue to Build Your Brand.................... 321

Index ....................................................................................................................... 325
# Table of Contents

**Introduction** ................................................................................................................... 1

- About This Book .............................................................................................................. 1
- Conventions Used in This Book ...................................................................................... 2
- Foolish Assumptions ........................................................................................................ 3
- How This Book Is Organized .......................................................................................... 3
  - Part I: Why Is Personal Branding Important? .............................................................. 4
  - Part II: Knowing Your Brand ....................................................................................... 4
  - Part III: Communicating Your Brand with the World ............................................... 4
  - Part IV: Controlling Your Brand Ecosystem ............................................................... 5
  - Part V: The Part of Tens .............................................................................................. 5
- Icons Used in This Book .................................................................................................. 6
- Where to Go from Here .................................................................................................... 6

**Part I: Why Is Personal Branding Important?** ............................................................ 7

**Chapter 1: Showing the World Who You Are** .............................................................. 9

- Discovering Personal Branding ...................................................................................... 10
  - Know your brand ........................................................................................................ 10
  - Communicate your brand ........................................................................................... 11
  - Control your brand ecosystem ................................................................................... 12
- Figuring Out Who You Really Are ................................................................................ 12
  - Shedding others’ ideas and expectations .................................................................. 13
  - Getting to know the authentic you .......................................................................... 13
  - Knowing what you need ............................................................................................. 14
  - Shaping your identity .................................................................................................. 14
  - Considering your life circumstances .......................................................................... 15
  - Heeding your call ........................................................................................................ 15
- Owning the Business of You .......................................................................................... 17
  - Spotting your target audience ................................................................................... 17
  - Identifying your competitors ..................................................................................... 18
  - Synthesizing what you stand for .............................................................................. 18
- Communicating Your Brand ............................................................................................ 19
  - Telling your story ........................................................................................................ 19
  - Putting your identity in writing ................................................................................ 20
  - Tapping in to social media ......................................................................................... 21
- Thriving in Your Brand Ecosystem .................................................................................. 22
  - Polishing your personal image .................................................................................. 22
  - Connecting with your network ............................................................................... 23
  - Living your brand at work ......................................................................................... 24
# Chapter 2: Appreciating the Power of Branding

Eyeing Corporations: Your Initiation into the Purpose of Branding......28
Realizing why companies invest so heavily in branding ........28
Crafting a positive, unique brand image ...........................................29
Differentiating from competitors .......................................................30
Connecting with customers emotionally ...........................................31
Considering Elements of the Most Successful Corporate Brands ....31
Visual elements: Logos, colors, and fonts ........................................31
Language elements: Slogans and taglines .........................................32
Auditory elements: Songs and sounds that stick in your memory ....33
Examining How a Few Famous Brands Create Connections ..........34
Disney princesses ...............................................................................34
Apple .....................................................................................................36
Trader Joe’s ..........................................................................................36
Starbucks ..............................................................................................37
Target .....................................................................................................37
Embracing the Idea of Marketing Yourself .........................................37
Feeling confident that you can set yourself apart ...........................38
Seeing your market potential .............................................................38
Investing up front to reap benefits down the road .....................39

# Chapter 3: Case Studies in Personal Branding Success

Measuring the Brands of Media and Business Moguls ................42
Oprah Winfrey ......................................................................................42
Howard Stern ........................................................................................42
Kathy Ireland ........................................................................................43
Simon Cowell ........................................................................................44
Studying How Sports Figures Brand Themselves ..........................44
Tony LaRussa .......................................................................................44
Cal Ripkin ..............................................................................................45
Shaquille O’Neal ..................................................................................45
Creating an Entertaining Brand .........................................................46
Lady Gaga ...............................................................................................46
Meryl Streep ........................................................................................46
Putting Public Figures in the Spotlight ...........................................47
Kate Middleton, the humble princess ............................................47
Jimmy Carter ........................................................................................47
Barack Obama .....................................................................................48
BigLeague Executives: Mirroring a Corporate Brand with a Personal Brand .........................................................48
Steve Jobs: “Think different” ..............................................................49
Mark Zuckerberg ..................................................................................51
Watching Famous Personal Brands Take a Dive (and Sometimes Rebound) .................................................................51
Joe Paterno ..........................................................................................52
Anthony Weiner ...................................................................................52
Magic Johnson ........................................................................................52
Martha Stewart ....................................................................................53
### Part II: Knowing Your Brand ........................................ 55

#### Chapter 4: Defining Who You Are ............................. 57
- Identifying What Matters to You ........................................ 57
- Knowing your needs ......................................................... 58
- Defining your values ....................................................... 60
- Focusing on the things you love to do ............................. 62
- Determining your place in the world ............................... 65
- Outlining your vision: Taking your mission out into the world 67

*Realizing What You’re Naturally Good At:*
- Your Strengths and Uniqueness ....................................... 68
- Studying your strengths .................................................. 69
- Remembering your weaknesses ...................................... 71
- Analyzing your strengths and weaknesses (SWOT) ........... 72
- Spotting your freak factor: What makes you unique .......... 72

*Figuring Out What Else You Bring to the Table ..................... 74*
- Letting your personality shine ....................................... 74
- Highlighting your educational accomplishments ............. 76
- Placing a value on your work experience ....................... 77
- Realizing what makes you proud .................................... 78

*Gaining a 360° View of Yourself .................................... 79*
- The 360Reach assessment ............................................. 80
- Conducting a self-analysis ............................................. 81
- Asking for insights from friends and family ................... 81
- Getting feedback on the job .......................................... 82
- Reacting when people see you differently than you see yourself 82

*Bridging Who You Are and What You Want ...................... 82*
- Setting goals to enhance your brand ............................ 83
- Investing in yourself ................................................... 87

#### Chapter 5: Spotting Your Target Audience .................. 89
- Recognizing Who You’re Trying to Reach .......................... 89
- Imagining your ideal client or workplace ....................... 90
- Focusing on potential employers .................................... 91
- Using the ACE Method .................................................. 93
- Targeting future customers ........................................... 94
- Keeping your eyes on the company you work for ............ 95

*Researching Your Targets ................................................ 96*
- Searching for information online ................................ 97
- Going straight to the source (if possible) ...................... 97
- Attending conferences and trade shows ....................... 98

*Aligning Yourself with Your Target Market ..................... 98*
- Catering to the psychographics and demographics of your market 99
- Appealing both rationally and emotionally .................... 99
- Highlighting your benefits to your market .................... 100
- Creating an emotional bond: Investing in relationships .... 100
- Developing a Target Market Positioning Statement ....... 101
Chapter 6: Knowing Your Niche — and Your Competitors ........ 103

Owning the Business — of You .......................................................... 103
Identifying the sweet spot in which you want to compete .............. 104
Owning your niche ........................................................................... 105
Differentiating Your Brand ............................................................... 107
Finding your potential competitors ................................................. 107
Determining how you and your competitors differ ....................... 108
Understanding Contenders for Your Target Market ...................... 110
Comparing, not competing, for the same dollars ......................... 111
Overcoming your fears in the face of competition ......................... 112
Defending your brand ..................................................................... 112
Asking for advice from colleagues .................................................. 113

Chapter 7: Crafting Your Personal Brand Profile .......... 115

Compiling Your Personal Brand Profile .......................................... 115
Gathering your stepping stones to success .................................... 116
Creating a personal brand profile table ........................................... 117
Developing Your Unique Promise of Value and Personal Brand Statement .......................................................... 117
Identifying your unique promise of value ...................................... 117
Moving from your promise to your personal brand statement ......... 119
Summing up your personal brand in a tagline ............................... 121
Test-driving your personal brand ....................................................... 123
Gearing Up for Your Personal Brand Strategy ............................... 124
Figuring out the finances to take your brand to market ............... 124
Scheduling your successes ................................................................. 125

Chapter 8: Writing Your Story ................................. 127

Why People Like Stories ................................................................. 127
Crossing all cultures ........................................................................ 128
Realizing how brains create and use stories ................................... 129
Using Storytelling to Illustrate Your Life ........................................ 130
Finding the plot in your story ............................................................ 131
Creating trust through stories .......................................................... 132
Keeping gossip out of your brand .................................................... 133
Making your story memorable .......................................................... 134
Crafting Your Personal Commercial ............................................. 134
Avoiding common mistakes ............................................................... 134
Building your personal commercial ................................................ 136
Aligning your message with your brand promise ......................... 137
Honoring your personal pitch ............................................................ 137
Practicing Your Pitch .................................................................... 138
Part III: Communicating Your Brand with the World ... 141

Chapter 9: Branding Your Traditional Communication Tools ........ 143

Setting Yourself Up for Success: Branded Job Search Documents .... 143
  Showcasing your talents in writing .................................................. 144
  Meeting a case study: The story of Daniel Perlino by Kelly Welch ................................................................................ 145
  Creating a branded resume .............................................................. 146
  Penning your branded biography .................................................... 147
  Writing letters of introduction ......................................................... 152
  Compiling a printed portfolio ........................................................... 153

Taking Your Message Public ...................................................................... 156
  Reaching a wider audience with articles ........................................ 156
  Mastering public speaking and presentations .................................... 157
  Developing your personal brand on television .................................... 158

Chapter 10: Communicating Your Brand Online ......................... 163

Determining Your Online Message ............................................................ 163
  Attracting Your Audience to a Profile Hub ........................................ 164
  Setting Up a Website ................................................................................... 165
    Decisions, decision: Create your own site or hire a pro? .............. 166
    When you decide to do it on your own ........................................ 167
  Becoming a Blogger ..................................................................................... 167
    Considering the merits of blogging ................................................. 168
    Creating an online ecosystem ........................................................ 169
    Getting started ................................................................................... 170
    Sharing your wisdom ......................................................................... 171
    Repurposing your blog content ...................................................... 172
  Showcasing Your Personal Brand on LinkedIn ........................................ 173
    Controlling first impressions ......................................................... 174
    Optimizing your snapshot: Headline and photo ........................... 174
    Filling in the other basic information on the profile ..................... 176
    Links: Using custom anchor text ...................................................... 177
    Gathering recommendations .......................................................... 177
    Crafting the summary section ........................................................ 178
    Stating your specialties ..................................................................... 178
    Completing a LinkedIn profile worksheet ................................... 178
    Considering a case study: Daniel Perlino’s LinkedIn profile ........ 180
  Bonding with Facebook: Key Factors for Building Your Reputation ... 181
    Considering your big-picture strategy ........................................... 182
    Optimizing what everyone can see ................................................. 182
    Deciding on your privacy settings ................................................ 183
    Populating your Facebook profile ................................................ 183
    Sharing your personal brand story one post at a time ............... 185
  Getting Connected with Google+ .......................................................... 185
Chapter 11: Planning Your Personal Brand Communications ........... 197

Laying the Groundwork for Your Communications Strategy .......... 198
  Figuring out your area of expertise ........................................ 199
  Filling in your slices ............................................................. 200
Setting the Strategy ........................................................................ 201
  Considering a sample communications plan ............................. 202
  Building word-of-mouth support .......................................... 204
Achieving the Three Cs ............................................................... 204
  Clarity: Crafting a clear message ........................................... 204
  Consistency: Presenting the same message every time ............ 205
  Constancy: Designing a plan so that people hear
  your message frequently ...................................................... 205
Establishing Yourself as an Expert ............................................... 206
  Using your niche to find your uniqueness ............................... 207
Staying authentic .................................................................... 207
  Preparing a personal press release ....................................... 208
Achieving the Three Cs ............................................................... 204
Creating an Experience for Your Audience .............................. 210

Part IV: Controlling Your Brand Ecosystem ..................... 211

Chapter 12: Fashioning Your Image to Match Your Personal Brand . . . 213

Realizing How Much Appearances Matter ............................... 213
Have You Got the Look? Focusing on Clothes and Grooming ...... 215
  Career dressing for men ......................................................... 216
  Career dressing for women .................................................... 217
Grooming tips ........................................................................ 219
  Styles for your body type ..................................................... 220
Branding Your Attributes to Look Like You .............................. 221
  Choosing clothes based on your personal brand characteristics .. 221
Aligning your style with your work goals .................................. 222
Recognizing That You Are Always on Display ......................... 223
  Getting your body language to be on message ...................... 223
Voicing your brand .................................................................. 225
  Having Headshots and Other Photos Taken ............................ 227
Quiz: Your Image Is Showing ................................................................. 228
Answers .............................................................................................. 230
Scores ................................................................................................ 231

Chapter 13: Your Visual Identity: Making Your
Mark on Your Brand Environment ................................................... 233
Writing an Effective Design Brief ...................................................... 233
Leading with Your Personal Logo ..................................................... 235
Choosing Fonts for Your Personal Brand ......................................... 236
Creating a Color Palette .................................................................. 237
Spotting color in the corporate world ............................................. 238
Choosing colors that suit you ......................................................... 239
Considering the meanings of colors ............................................. 239
Using your color(s) everywhere .................................................... 240
Selecting Images That Tell Your Story ............................................. 240
Building Your Brand Identity System .............................................. 241
Creating business cards ................................................................. 241
Generating stationery .................................................................... 242
Designing brochures ...................................................................... 242
Printing postcards .......................................................................... 243
Preparing PowerPoint slides ......................................................... 244
Applying Your Visual Identity Online and with Media ................. 244
Securing the right online addresses ............................................. 244
Piecing together your e-mail signature ....................................... 245
Carrying your identity into your website ..................................... 245
Personalizing your social media sites ......................................... 246
Building a video library ................................................................. 246
Branding Your Workspace .............................................................. 247
Aligning your office environment to fit your brand .................... 248
Personalizing your workspace ...................................................... 248
Messaging your business tools ...................................................... 249

Chapter 14: Focusing on Special Populations ............................... 251
College Students: Getting on Brand Straight Out of the Gate ....... 251
Young Professionals: Conveying Energy and Professionalism .... 252
The Middle Years: Strategizing for Success ................................. 253
Branding a Second Career ............................................................. 254
Executives: Presenting Confidence and Control ......................... 257
Service Professionals: Selling Your Personal Brand to Each Client 257
Entrepreneurs: Connecting Personal Brand with Your Business Plan 259
Women: Highlighting Strengths ....................................................... 260
Community Volunteers: Merging Mission and Meanings with Community ................................................................. 261
Having a Personal Brand around the World ................................. 263
Relocating abroad: Doing initial research ................................. 265
Assimilating your style across cultures ...................................... 265
Giving the appearance of being global ...................................... 267
Crafting your international bio ..................................................... 268
# Personal Branding For Dummies

## Chapter 15: Building and Nurturing Your Network

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>271</td>
<td>Defining Your Brand Community</td>
</tr>
<tr>
<td>272</td>
<td>Identifying who you know</td>
</tr>
<tr>
<td>273</td>
<td>Getting out of your comfort zone</td>
</tr>
<tr>
<td>275</td>
<td>Nurturing your contacts</td>
</tr>
<tr>
<td>276</td>
<td>Choosing a networking group</td>
</tr>
<tr>
<td>277</td>
<td>Starting the Conversation</td>
</tr>
<tr>
<td>278</td>
<td>Hitting the Conference Circuit</td>
</tr>
<tr>
<td>278</td>
<td>Making the most of a conference</td>
</tr>
<tr>
<td>279</td>
<td>Giving out business cards</td>
</tr>
<tr>
<td>280</td>
<td>Working your brand into the conversation</td>
</tr>
<tr>
<td>280</td>
<td>Using Social Media to Build Your Network</td>
</tr>
<tr>
<td>280</td>
<td>Minding your manners online</td>
</tr>
<tr>
<td>281</td>
<td>Establishing your professional network on LinkedIn</td>
</tr>
<tr>
<td>282</td>
<td>Supporting your efforts on Facebook</td>
</tr>
<tr>
<td>282</td>
<td>Extending your reach on Twitter</td>
</tr>
<tr>
<td>282</td>
<td>Networking within Your Workplace</td>
</tr>
<tr>
<td>283</td>
<td>Playing politics</td>
</tr>
<tr>
<td>283</td>
<td>Being meeting savvy</td>
</tr>
<tr>
<td>284</td>
<td>Amassing Referrals That Can Sell Your Brand</td>
</tr>
<tr>
<td>284</td>
<td>Building your brand ambassadors</td>
</tr>
<tr>
<td>284</td>
<td>Believing in reciprocal action</td>
</tr>
<tr>
<td>285</td>
<td>Expanding Your Network with a Mentor’s Help</td>
</tr>
</tbody>
</table>

## Chapter 16: Personal Branding in the Workplace

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>287</td>
<td>Moving Toward a Personal Branding Mindset on the Job</td>
</tr>
<tr>
<td>288</td>
<td>Casting for the Hollywood gig model</td>
</tr>
<tr>
<td>291</td>
<td>Engaging in lifelong learning</td>
</tr>
<tr>
<td>291</td>
<td>Adjusting your loyalties</td>
</tr>
<tr>
<td>293</td>
<td>Exercising your personal brand career strategy</td>
</tr>
<tr>
<td>294</td>
<td>Identifying your boss(es)</td>
</tr>
<tr>
<td>294</td>
<td>Choosing your own job title</td>
</tr>
<tr>
<td>295</td>
<td>Thriving in a competency-based world</td>
</tr>
<tr>
<td>295</td>
<td>Selling Your Brand to Your Internal Market:</td>
</tr>
<tr>
<td>295</td>
<td>Your Boss and Coworkers</td>
</tr>
<tr>
<td>296</td>
<td>Building credibility</td>
</tr>
<tr>
<td>296</td>
<td>Building a strong relationship with your boss</td>
</tr>
<tr>
<td>297</td>
<td>Aligning Your Brand with the Company’s Brand</td>
</tr>
<tr>
<td>297</td>
<td>Intertwining your brand with your company</td>
</tr>
<tr>
<td>298</td>
<td>Being authentic in what you do</td>
</tr>
<tr>
<td>299</td>
<td>Finding the ideal situation</td>
</tr>
<tr>
<td>300</td>
<td>Standing Out in a Likeable Way</td>
</tr>
<tr>
<td>301</td>
<td>Should You Stay or Should You Go?</td>
</tr>
<tr>
<td>301</td>
<td>Redesigning your current job</td>
</tr>
<tr>
<td>302</td>
<td>Highlighting your personal brand when negotiating</td>
</tr>
<tr>
<td>303</td>
<td>Succeeding During the First 90 Days of a New Job</td>
</tr>
</tbody>
</table>
Part V: The Part of Tens .......................................................... 305

Chapter 17: Ten Key Benefits of Personal Branding ................. 307
  Granting Permission to Be Yourself ........................................... 307
  Gaining Confidence ................................................................... 307
  Building Credibility .................................................................... 308
  Showcasing Your Specialty .......................................................... 308
  Leaving Your Mark ..................................................................... 308
  Connecting You to Your Target Audience ................................. 309
  Distinguishing Yourself from the Competition .......................... 309
  Getting the Support You Need .................................................... 310
  Focusing Your Energy ................................................................. 310
  Letting Yourself Be Lazy ............................................................... 310

Chapter 18: Ten Ways You Can Sink Your Brand ..................... 311
  Letting It Go Stale: Taking Your Brand for Granted ................. 311
  Neglecting Consistency ............................................................... 311
  Speaking Before You Think ......................................................... 312
  Exhibiting Bad Behavior ............................................................. 312
  Being Unresponsive ................................................................. 313
  Ignoring the Politics ................................................................... 313
  Having an Unprofessional Online Image .................................... 313
  Not Telling the Truth .................................................................. 314
  Being Inauthentic: Looking Like a Phony .................................. 314
  Losing Focus ................................................................................ 314

Chapter 19: Ten Ways to Demonstrate Your Brand .................. 315
  Being Authentic in All That You Do ............................................. 315
  Standing for Something ............................................................... 316
  Having Consistency in Your Communications ........................... 316
  Building Character Online: Creating a Signature Look ............ 316
  Leveraging LinkedIn ................................................................. 317
  Going Viral on Twitter ............................................................... 317
  Facebooking the Right Friends .................................................. 317
  Marketing Your Materials and Business Cards ........................ 318
  Engaging in Community Involvement ........................................ 318
  Highlighting Your Brand Daily .................................................... 319

Chapter 20: Ten Things You Can Do to Continue to Build Your Brand ................................................................. 321
  Implementing Your Personal Brand Strategy Plan ....................... 321
  Staying Relevant ....................................................................... 322
  Continuing to Evaluate the Competition .................................... 322
  Producing Genuine Value ........................................................... 322
Index

Working on High-Profile Projects .............................................................. 323
Setting New Goals .................................................................................. 323
Aligning Your Time with Your Brand ..................................................... 323
Keeping Up with Technology ................................................................. 323
Nurturing Your Network ....................................................................... 324
Be a Confidence Emitter ....................................................................... 324

Index ................................................................................................. 325