The POWER OF YOUR BRAND & selling your assets

Lisa Stutzman
lisa@lovecomm@gmail.com
“A brand is what people say about you when you are not in the room”

- Jeff Bezos, CEO Amazon
Just like a product, you are *branded, branded, branded* ....

And like a company, you should continually assess, manage, and fine-tune your brand.

Professional email, watch your social media, *google yourself.*
First impressions can be nearly impossible to reverse or undo and sets the tone for the relationship that follows

Tardiness
• Don’t be Late. Ever.

Etiquette
• Treating people with consideration, respect and honesty
• Good manners have the most impact when you are making an initial first impression

Appearance
• Opinions are formed from your appearance in the blink of an eye, before you even have a chance to demonstrate your intelligence
• Appropriate dress shows that you respect your business and your customers. If you look successful and confident, then others will have more confidence in you as well.

Confidence
• Positive attitude will always position you the right way
• Look the person in the eye
• Firm Handshake
• Repeat the person’s name – indicates you listened and ingratiates you to the other party

Conversation
• The art of conversation is like a tennis game – not a golf match

Social Missteps
• An apology is like the superglue of life – it can fix almost anything
So what is a elevator pitch?

Simple, authentic, tailored to who you are speaking to.

1. What you do?
2. Why it is important
3. What does it mean to me.?

TELL YOUR STORY. NOT YOUR TITLE
HOW EXCITING!!
PLEASE TELL ME MORE!!
Get Your Data
To plan elevator pitch or big meeting use Fishbone planning for strategy.
Proactively Manage your Brand - Learn to Press Reset
The strength of your personal brand is fueled by how others *perceive* you, and should always be *authentic*.

False or irrelevant messaging is unsustainable.

Though conditioned to respond to situations (due to upbringing, socio-economic conditions, etc) we can *change*...but we have to *believe* in the change and exercise our *internal* power to do so - ultimately, we have to be *proactive* regarding our brand.
**Personal branding is about delivering a “promise of value” to others**

When crafting a personal brand statement, your promise of value, develop no more than one to two sentences:

- What you are passionate about
- Personal attributes you are known for (try and list 5)
  - Collaborative, flexible, forward-thinking, risk-taking, diplomatic, precise, enterprising
- Who you serve (audience)
- What makes you unique, differentiates you from others (Unique Selling Proposition: USP)
- What value you provide

My Brand Statement:

*Signature ideas crafted from creativity, passion and unique experiences intended to drive revenue with accountable ROI*

Or.....

*Ideas that Work*
- Initiative
- Quality performance
- Treating everyone fairly
- Energetic
- Proactive
- Communication, written & verbal
- Beat the deadline
- Dress for the job you want
- Humility
- Courteous
- Demonstrate your uniqueness
- Change Agent
- Demonstrate how you create value
- Vision
- Collaborative
- Good manners
- Confident
- Listen with your eyes

- Be the ‘go to’ person
- Trustworthy
- Help everyone, regardless of position
- Authentic
- Original
- Social media intelligence
Be BRAVE
Ask for feedback
Accept critical assessment
Benefits of a Strong Personal Brand

• Increased earning potential
• Draws beneficial people to your network
• Top of Mind Status
• Increased credibility
• Leadership role
• Enhanced prestige
• Recognition

Branding Rules

• A brand takes time to develop
• Branding never doesn’t work: either a positive or negative response
• Personal Branding is already part of human interaction
• Keep it real: must represent who you are, flaws and all
Questions?

Lisa Stutzman
lisalovecomm@gmail.com
601-955-3490