

The POWER
OF
YOUR BRAND &
selling your assets



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"A brand is what people say about you when you are not in the room"

- Jeff Bezos, CEO Amazon

Personal Brand Power

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.***



The First Impression-Part of your Personal Brand

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.?



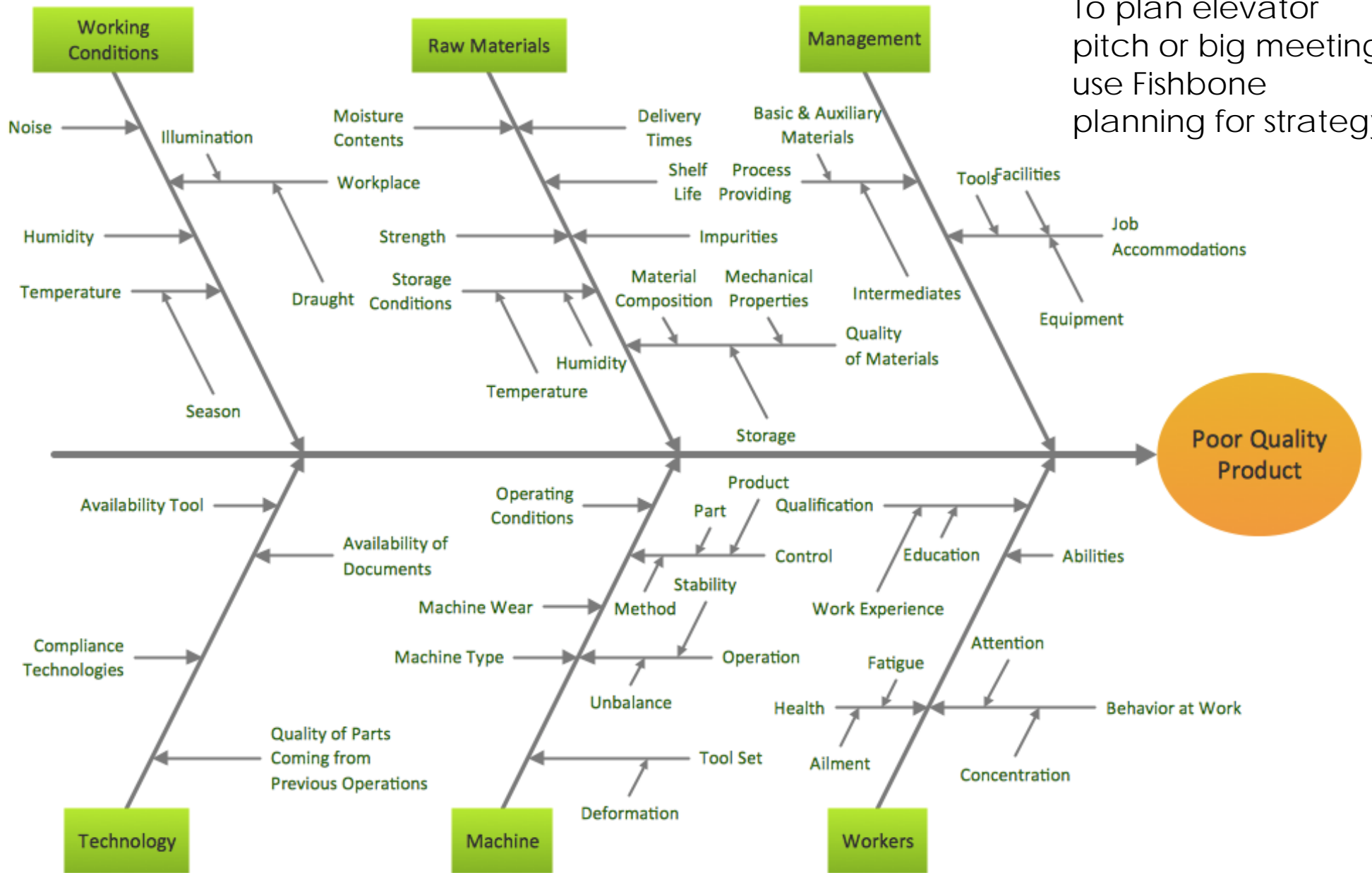
**HOW EXCITING!!
PLEASE TELL ME
MORE!!**



Get Your Data



Fishbone Diagram - Causes of Low-Quality Output

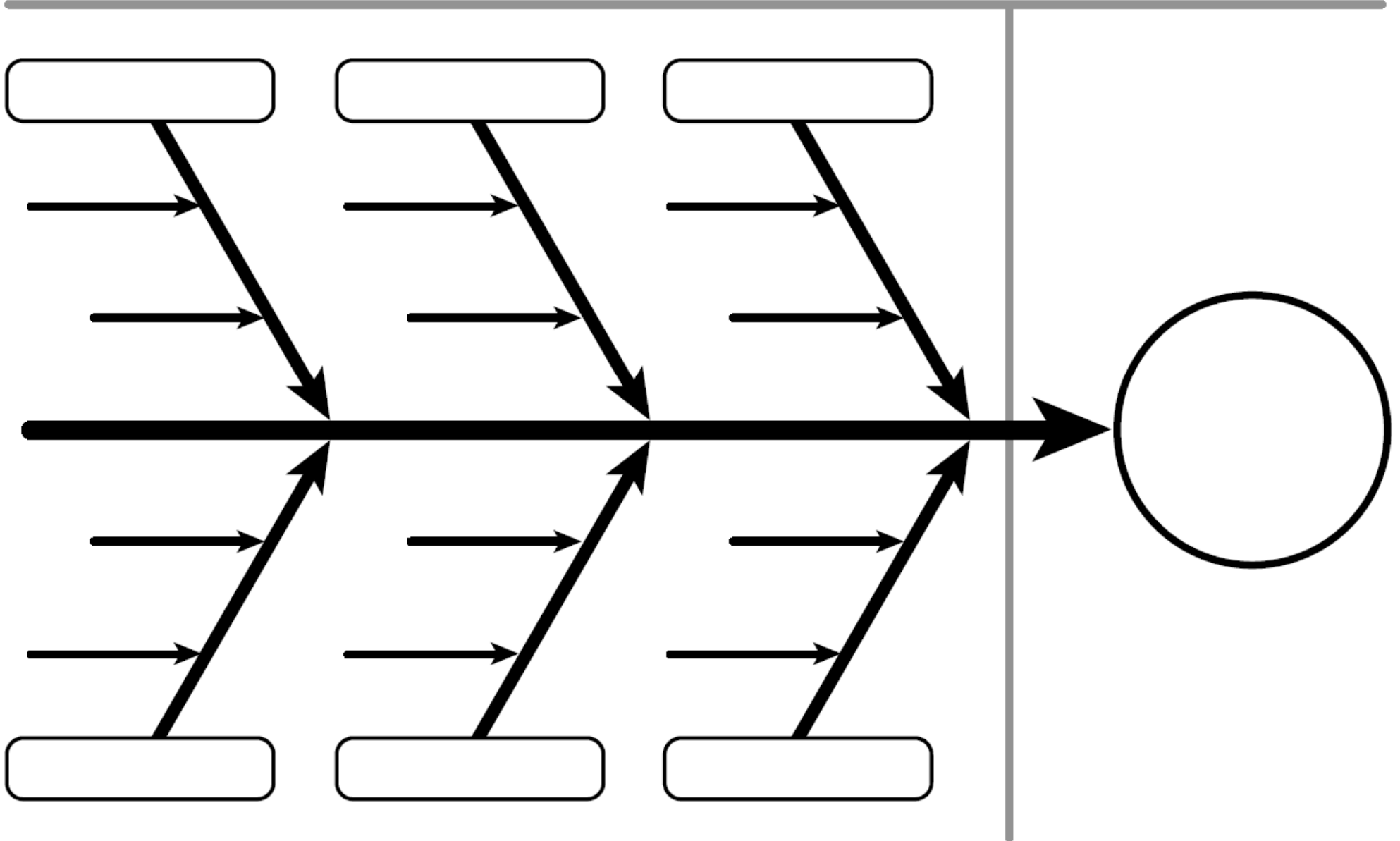


To plan elevator pitch or big meeting use Fishbone planning for strategy.

Fishbone Diagram

Cause

Effect



Proactively Manage your Brand- Learn to Press Reset



Fundamental Truths

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.

Crafting your Promise

Personal branding is about delivering a “promise of value” to others



"Have it
Your Way"



Just Do It.

AVIS[®]

We Try Harder

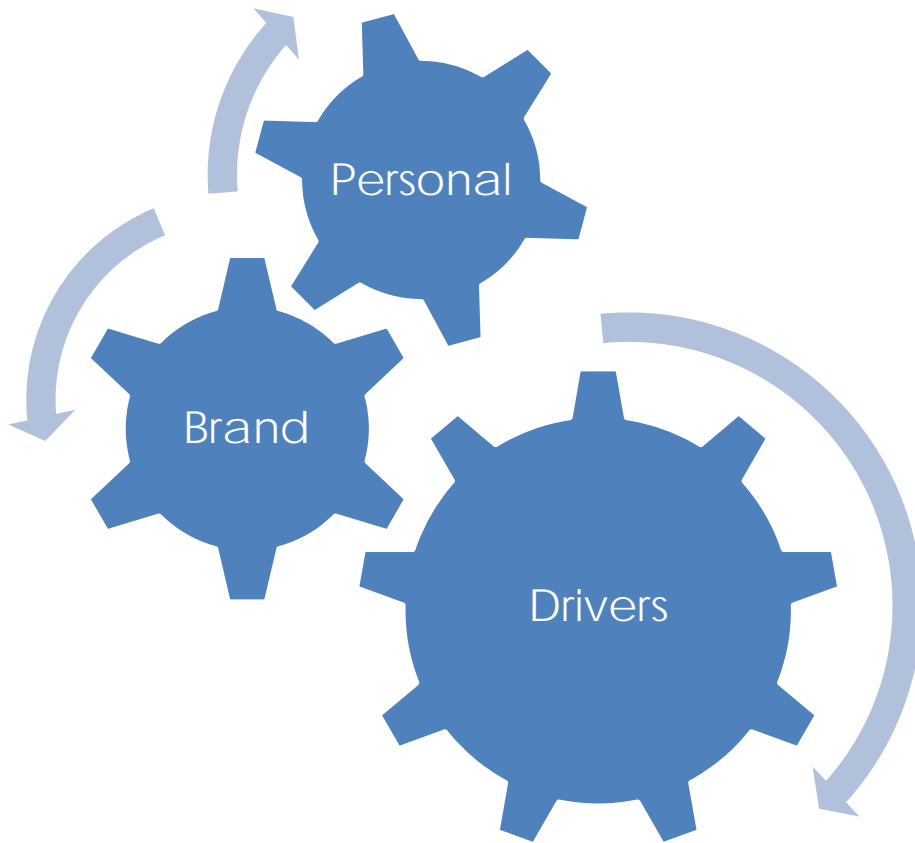
When crafting a personal brand statement, your promise of value, develop no more than one to two sentences:

- 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



- Be the 'go to' person
- Trustworthy
- Help everyone, regardless of position
- Authentic
- Original
- Social media intelligence

- 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 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?



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