

# Your Personal Brand

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## Task 1

### Elements / attributes

- First impressions:
  - Appearance.
  - Your elevator statement.
  - Business cards / notepad /organised
  - Voice.
  - Confidence / body language / personality.
  - Emotional intelligence.
  - Impact in meetings.
  - Car!
- Your network and associates.
- Ability to add value.
  - Focus on issues important to customers - see the big picture.
  - Avoids - pre-conceptions.
  - Good delivery & follow up.
- Trustworthy / Integrity.
- Your USP?

### Action to enhance / promote

- Live by your brand, be authentic.
- Invite feedback.
- Promote using social media, networking events, blogging and customer testimonials.
- Constant re-education of self and contacts re your brand.
- Be generous with your time, contacts and knowledge.
- Consider / control how your business affects your brand and vice versa.
- Set outlook to start in your calendar not emails.
- Manage your online profile (linkedin).

## Task 2: Differentiating qualities / Characteristics. Features and benefits.

Shipleys' tip: Do not be defined by your job title or role. Review your LinkedIn 'description'.

Trustworthy, honest, integrity, fair, delivers on promises, challenges where justified, wow factors, committed, goes extra mile, attention to detail, professional, personable, socialises and sociable, welcoming/ friendly, amusing (not the clown), not a Manchester United Fan!

"Life isn't about finding yourself , it's about creating yourself" (George Bernard Shaw?)

## Shipleys Business Breakfast people

Please ask for a Godalming business breakfast team sheet or visit [www.shipleys.com](http://www.shipleys.com) for more about our team and how they may be able to help you, and information about past meetings.



Mike Luckett



Stuart Dey



Jane Eden



Wei Yin Taylor

Please also join our linkedIn group - Shipleys Godalming business club