

Basics of Personal Branding

Webinar - Personal Branding

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- Personal branding is the combination of skills, experiences and personality that we showcase to the world.

- IT IS NOT what we say it is but what the people receive and say it is. Self-promotion is NOT personal branding

* Why we do personal branding?

- To build a public image and reputation
- To become thought leaders or have a clear voice in our sector
- To share knowledge & provide value to our sector

* How to define our Personal brand?

1) Values

- What guides your professional decision?
- What do you stand for in your field?

2) Objectives

- Why are you doing this? What do you want to achieve or get from your brand in the short and long term?
- Depending on the answer you can define your target audience, platform and approach. Not everyone hangs out in the same place or cares about the same stuffs.

3) SWOT Analysis

- strengths → what unique expertise or perspective do you have?
- weaknesses → Where could you improve?
- opportunities → what needs of your sector align with your strengths?
- threats → what obstacles do you or the sector face?

All 4 of these are areas you can work with/on to talk to your audience.

4) Brand Statement

with your previous answers reflect on:

- who are you?
- what is the expertise you bring to the table?
- what value you provide the community

* General Advice:

- You don't need to reinvent the wheel. Look for the "leaders" of the sector, those you might already have as reference or those you don't yet know about. Take what works for you:
 - ↳ what do you like/dislike from their approaches?
 - what seems to work for them and why?
 - where do they hang-out?
- Be Authentic: don't show something you are not. You are showing only a part of you, but inconsistency between what you share and what you are will eventually damage your brand
- Be Focused: don't confuse your audience by talking about 10 things at a time, focus what you share to the main topic. At least 80% of the time.
- Have Quality: make sure that what you put out there, content, ideas, your logo, image, all, is coherent and not sloppy. You want to transmit seriousness, reliability and quality. Be trustworthy
- Network and Interact with as many people in the sector as you can

* Benefits of a Personal Brand

- Helps establish your presence and authority in the sector
- Acts as proof of your skills
- Forces you to be up-to-date in the field
- Creates networking opportunities and increases your surface area of luck.