



The Brand Called **YOU**

*Jack Kerigan, Jr.
Kerigan Marketing Associates, Inc.*

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Author?

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Jerry Garcia

What is a Brand?

What is a Brand?

To “brand” means to distinguish;
to impress indelibly.

A brand is an identity...

Walmart

NASCAR

Apple

What is a Brand?

A brand should be memorable.



What is a Brand?

If you can't communicate what makes you different, you've got a big problem.

To stand out in today's competitive marketplace, your brand needs to be consistent— in person, online, everywhere!

What is a Brand?

FIND WHAT MATTERS.



THE FSU THAT FITS YOU.



FLORIDA STATE UNIVERSITY
PANAMA CITY

**Click here to
apply online.**

**BE A SEMINOLE
CLOSER TO HOME**



 THE FLORIDA STATE UNIVERSITY
PANAMA CITY

PC.FSU.EDU

Carrier 3:22 AM

< Coldplay
Yellow
Parachutes

COLDPLAY · PARACHUTES

FIND WHAT MATTERS.



THE FSU THAT FITS YOU.



FLORIDA STATE UNIVERSITY
PANAMA CITY

👍 🗣️ ⏸️ ⏭️



The Brand Called *YOU*

The Brand Called **YOU**

Brands have unique value. Consider the possibility that you are no longer defined by just your degree or job description.

Consider the possibility that you are a brand – where the promise of hiring you offers something as unique as McDonald's, Monster, Apple or Amazon.

The Brand Called **YOU**

Just as companies brand themselves for consumers, you can brand yourself to show *why* YOU offer a point of difference versus the competition. **Marketers call this “product positioning.”**

When you have the opportunity to communicate your value, what will you be remembered for?



BRAND BOOT CAMP

THE FLORIDA STATE UNIVERSITY
PANAMA CITY



SWOT:

Strengths

1. _____
2. _____
3. _____

Weaknesses

1. _____
2. _____
3. _____

SWOT:

Opportunities

1. _____
2. _____
3. _____

Threats

1. _____
2. _____
3. _____

Building Brand *YOU*

Building Brand **YOU**

Step 1: Get to Know Your Prospect

Candidates who demonstrate knowledge of a company and the specific position being offered, in resumes, cover letters and interviews tend to get noticed. A recent CareerBuilder.com survey found 71 percent of hiring managers pay more attention to resumes and cover letters that are customized to their open positions.

Building Brand *YOU*

Step 2: Get Your Prospect to Know *YOU*

The second step in making yourself relevant is creating an advertising campaign for your brand. Ask yourself how your product – skills, experience and education – enables you to serve your targeted audience better than the competition and convey that through any advertising, resume, cover letter, etc.

Building Brand **YOU**

Step 3: Apply your Brand

Every encounter that your prospect has with your brand affects your image---either positively or negatively; never neutrally.

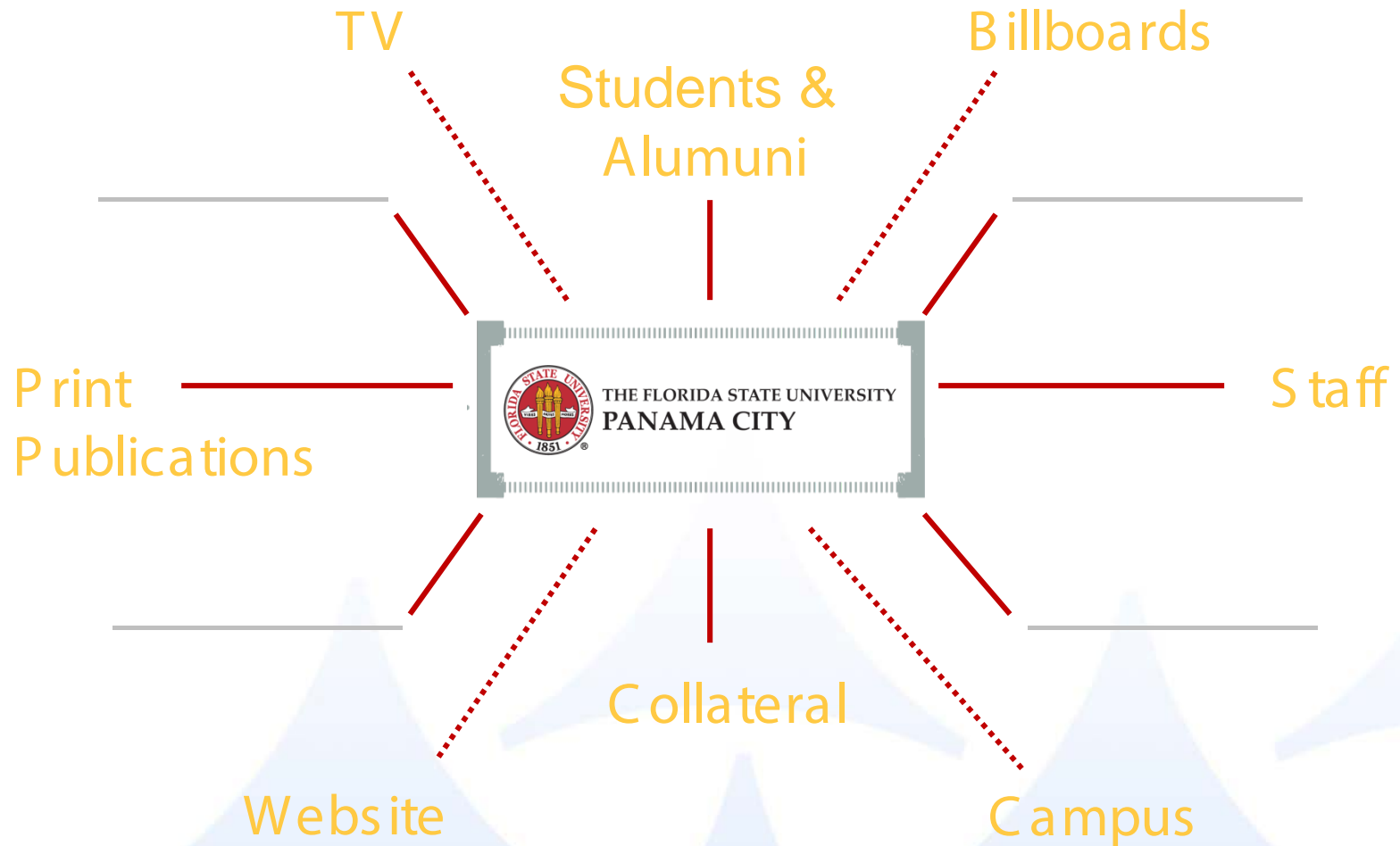
Where does your brand get recognized?

Building Brand **YOU**

The Communications Brief

1. Why are we communicating?
2. Who are we trying to reach?
3. What do they currently think?
4. What would we like them to think?
5. What is the single most persuasive idea we can convey?
6. Why should they believe it?

BRAND TOUCHPOINTS



BRAND TOUCHPOINTS





THERE IS SUCH THING AS A FREE LUNCH

Visit www.KMAFreeLunch.com
and download this presentation,
The Brand Called You, as well as marketing
white papers and other resources.

kerigan
MARKETING ASSOCIATES