



The Brand Called **YOU**

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Lunch and Learn
Workshop



kerigan
MARKETING ASSOCIATES

“You can't build a reputation on
what you're going to do.”

-Author?

“You can't build a reputation on
what you're going to do.”

-Henry Ford

What is a Brand?

Creating Brand *YOU*

What is a Brand?

Starting today you are not defined by your job title and you're not confined by your mission statement. Consider the possibility that *you are a brand* — every bit as much a brand as Nike, Intel, Google or the Gap.

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.

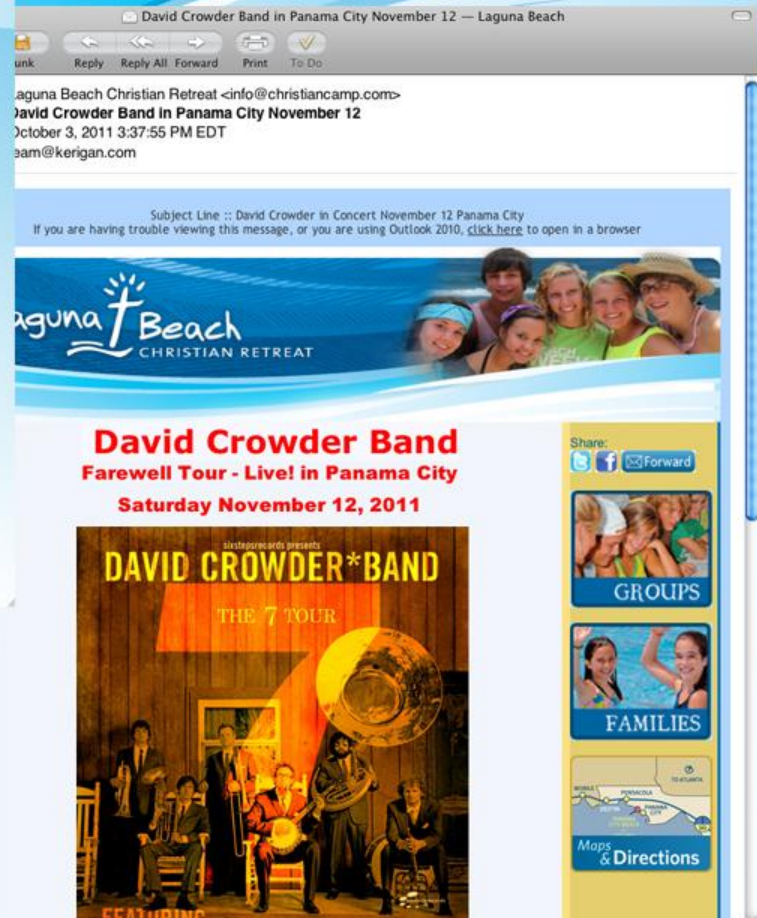


What is a Brand?

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?



The Brand Called **YOU**

Just as companies brand themselves for consumers, a small business or even an employee needs to brand themselves to show *why* they offer a superior product versus the competition. **Marketers call this “product positioning.”**

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

“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?

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-Jerry Garcia

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Step 1: Know Your Customer

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.

Creating Brand *YOU*

Step 2: Get Your Customer 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.



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. _____

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Step 3: Define your Brand

More than a mission statement, but not for public consumption, your COMMUNICATIONS BRIEF answers the 7 most important questions that will define your brand.

COMMUNICATIONS BRIEF

1. Why are we communicating?
2. Whom are we talking to?
3. What do they currently think?
4. What would we like them to think?

COMMUNICATIONS BRIEF

5. What is the single most persuasive idea we can convey?
6. Why should they believe it?
7. Are there any creative guidelines?

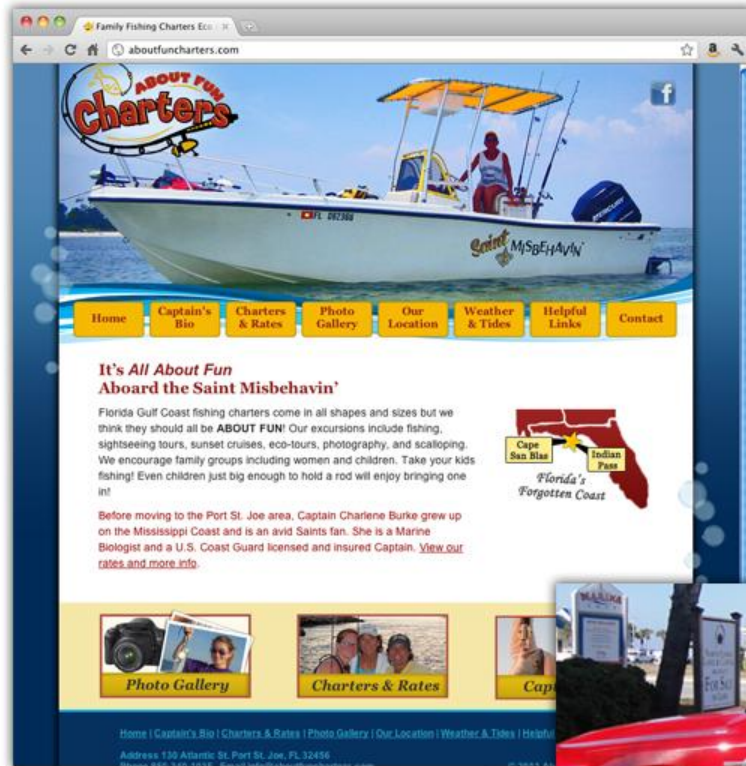
Creating Brand **YOU**

Step 4: Apply your Brand

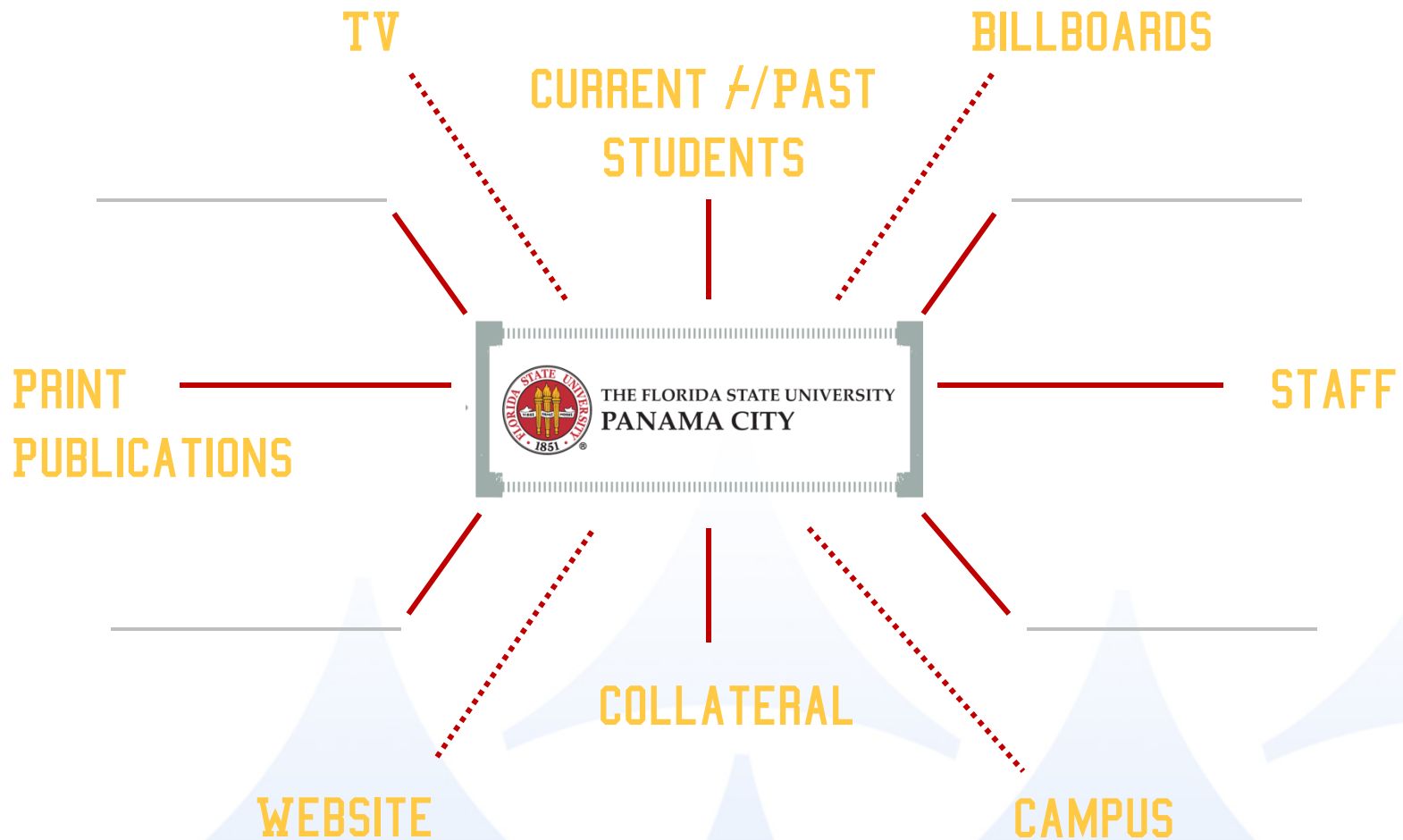
Every place that your prospect encounters your brand affects your image, either positively or negatively.

Where does your brand get recognized?

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BRAND TOUCHPOINTS



BRAND TOUCHPOINTS



The Brand Called **YOU**

“Each job seeker is a distinctive brand; the combination of her skills, experience and education. To successfully land a position, the job seeker must advertise her product and tailor it to needs of the prospective employer. The key is making one's brand relevant.”

*-The Power of Branding,
Jennifer Sullivan, CareerBuilder.com*

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