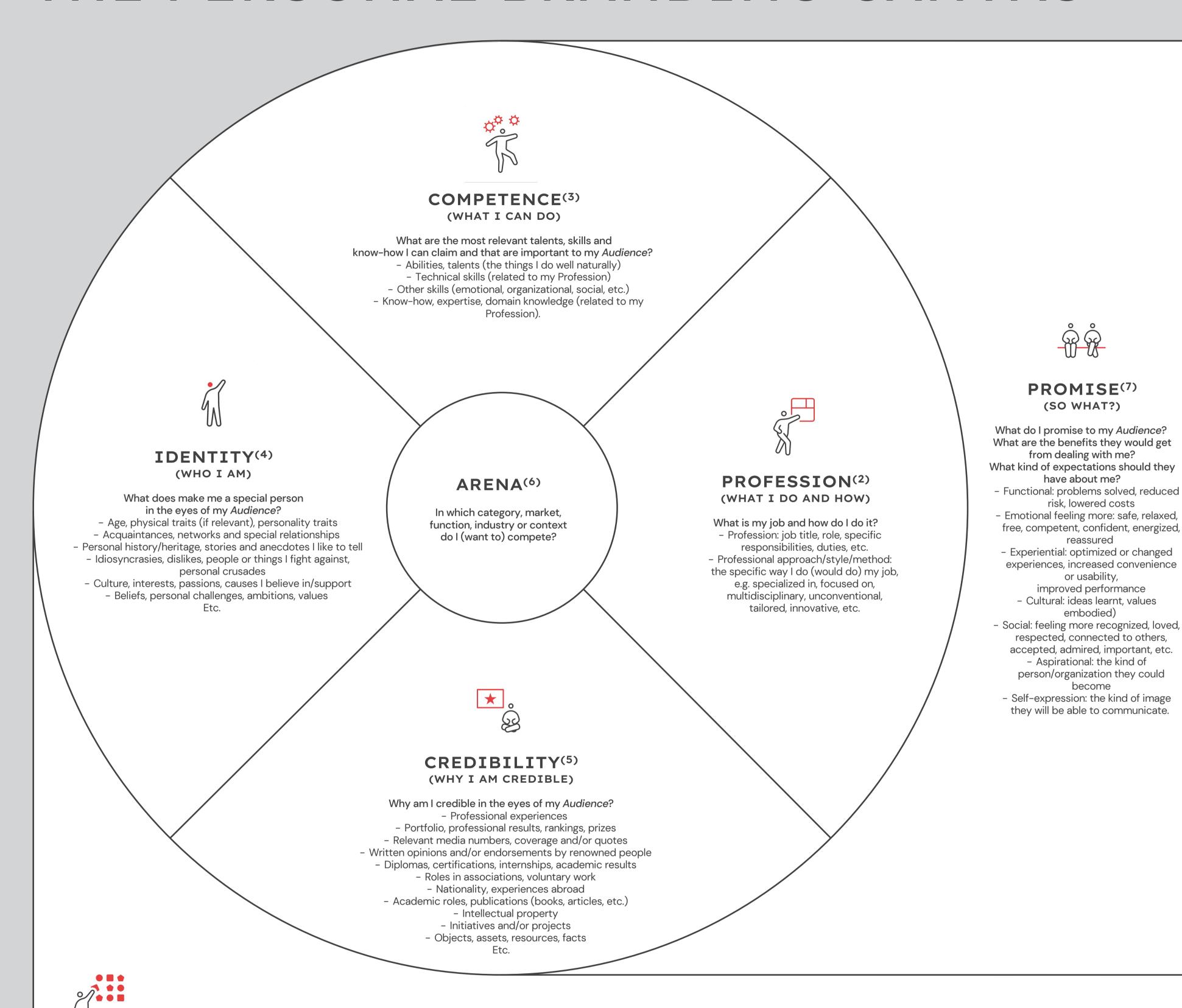
COMPETITORS(9)

What kind of people,

services or products am I

compared to?





POSITIONING⁽¹⁰⁾ (WHY ME SPECIFICALLY)

Among the following blocks, which is the most relevant, credible, important aspect I can emphasize in order to

- stand out and be considered by my *Audience*? - Identity: what makes me really special in the eyes of my Audience (e.g. the inspirational ideas I believe in that influence everything I do)
- Credibility: those elements that make me credible and differentiate me from others
- Profession: the distinctive aspects of what I do (e.g. my approach)
- Competence: what I know or can do especially well - Promise: the benefit I provide that makes me stand out from the crowd
- Audience/Arena: the industry, people or specific organizations I focus on.



AUDIENCE(1) (WHO NEEDS TO KNOW)

Who are the most important people or groups of people I need to influence to achieve my Goal? Who influences them? In what places or communities can I find them?

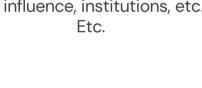
- Managers, colleagues and/or former colleagues
- Customers, clients, partners - Recruiters, Head-hunters
- Teachers/professors, mentors, personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Communities, centres of influence, institutions, etc.



COMMUNICATION⁽¹¹⁾ (HOW THEY KNOW ME)

How do I become known by my Audience? How do I create a strong relationship with my *Audience*? How do I underline my Positioning? - Personal Image, look - Visual Identity (logo, graphics, etc.) & Verbal Identity

- (bio, CV, slogans, taglines, tone of voice, etc.) - Books, publications, content, storytelling initiatives - Partnerships, sponsorships, advertising,
- Press, media, public relations, networking - Events, contests, presentations, Public Speaking - Digital marketing, social networks
 - Newsletter, Webinars, Communities





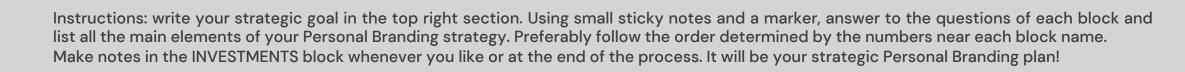
RESULTS⁽⁸⁾ (WHAT I GET)

What results do I (want to) get through Personal Branding? What are my priorities in terms of being more: 1. Known: my Audience remembers, recognizes and/or can find me (e.g. online). I am visible. 2. Understood: they understand what I can do (Competence & Profession).

3. Valued: they get how I could help (Promise). I fit in. 4. Considered: they perceive my differentiation (Positioning) and consider me as one of the possible options. I stand out. 5. Chosen: they resonate with the elements of my Identity and choose me over others.

6.Confirmed: they remain loyal to me over time. I have fans. 7. Demanded: they recommend me to others (e.g. referrals). I attract opportunities. I have promoters.





In what activities, resources and/or partners do I (need to) invest in order to successfully Brand myself?

- Assets, personal time and physical resources (e.g. daily time dedicated to social media)

- Training, education, courses (e.g. executive masters, public speaking classes, etc.)

- Marketing, communication (e.g. frequency of posts in a month)

- Suppliers, consultants, partnerships (e.g. web designer, coach, etc.)

INVESTMENTS

- Intellectual property development

(WHAT I NEED)

