

# PERSONAL BRANDING

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## Introduction: Watch A Video of Brian Tracy

December 9, 2020



"Successful people recognize the importance of developing their personal brand. Branding is so important that I have studied many personal branding strategies in my lifetime. Your job is to do your job really well — continually think every day how you can be better than you were today." @BrianTracy



### About Me:

Hello Everyone! My name is Annisa Nurdiana you can call me Diana. I am 18 years old and I am a student in President University, majoring in Information Technology, class 3 batch 2020.

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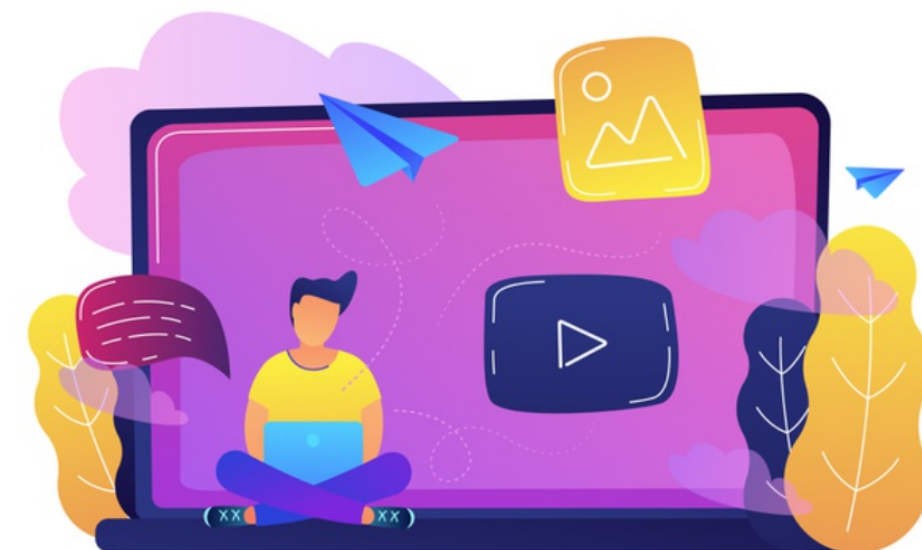
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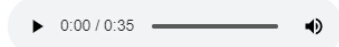
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## How do others see your Personal Branding?



Personal branding is a measure of how other people describe us, whether described as an introvert, extrovert, the most

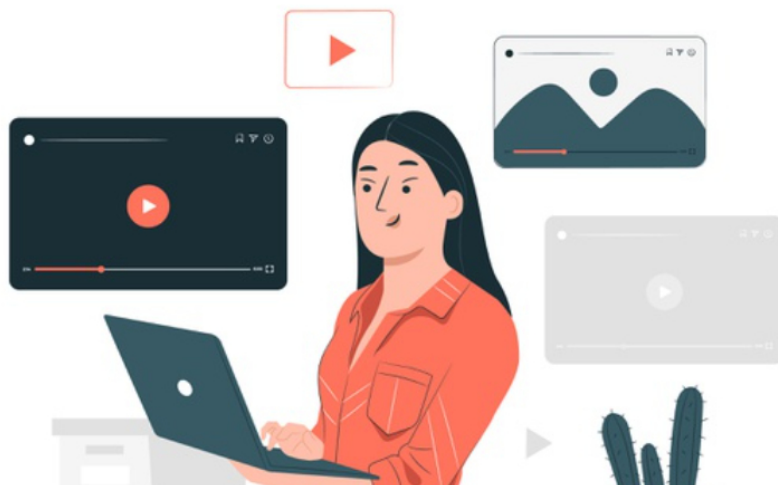
entertaining speaker, a humble leader, or something else. Most people see us based on what they saw for the first time. Whether everything we show is persuasive or informative then they will be attracted to us. This is in the form of the first center of attention they see, like what we post on social media, they will see themain object, after which their interest will grow towards the interest in the products we use. If we have a different or unique personal branding, it will allow us.



## What tells you apart from others?

▶ 0:00 / 0:32 🔊

Those of us who want to do personal branding or self-promotion, especially through the internet, must have something worth offering and what we want to offer must be different from others. We must be uniquely ourselves. There are many things we can do in personal branding on social media. Examples such as personal abilities, knowledge, and products. From our abilities and knowledge, we can create a blog or website on Google, creating a blog is an example of making personal branding that is different from others because from there we can tell stories.



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## What makes you is you?

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Much of what makes us who we are is a practice of promoting ourselves, our career, and achievements as a brand and is also a process of developing and maintaining an individual's reputation and impression. From social media, we can make our personal branding unique so that we have a distinctive feature of ourselves and others can recognize us easily. Therefore, what we do must be different from others. This means that we must be unique.



## How you make others see you?

▶ 0:00 / 0:48 🔊

When we consistently start building branding that sticks to us by telling stories and sharing personal pieces with audiences on social media, we will see more people actively engaged, following, and sharing the content we create. This will make us more recognized and easier to find by the ideal person. For our personal branding to be successful and known by many people, we must have specialization and differentiation that differentiates us from others. Apart from specialization, personal branding is not just a matter of product offering but also about shaping perceptions. Perception can be shaped and someone can form a negative image into a positive one or vice versa. More than just being unique, we also have to form or instill a good image in people's vision of our personal branding.

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