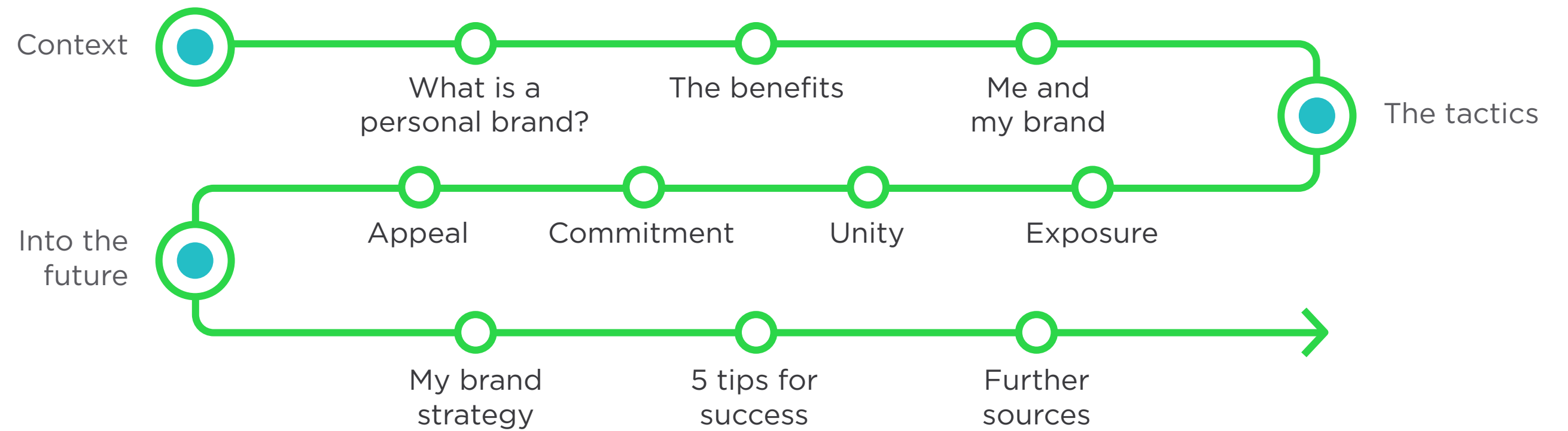


# Me plc

Virtual handout



# Me plc



# 1 Personal brands

## What is a personal brand?

The process of managing how others perceive us.

## Successful personal brands have four key characteristics:

- Relatable – others can relate to the person and the brand
- Human – there are strengths and weaknesses
- Charismatic – the brand is optimistic and positive
- Authentic – the brand is genuine

# 2 The benefits

## Creating and managing our personal brand can help:

- People to know what to expect from us
- Avoid unwanted reputations
- People to speak about us in a positive way
- Get us noticed for the right reasons
- Us to be more likely to achieve our goals
- Us to influence others with ease
- Us to manage our behaviour more effectively
- Us to gain confidence and be more effective
- Us to stay marketable – it should last a lifetime

## 3 Considerations

### Strength, skills and attributes

What am I really good at?  
What do I want to be recognised for?

### Motivations

What makes me want to leap out of bed in the morning?  
How can I stay committed to that?

### Personal goals

What do I want to achieve with the brand?  
How can I shape a brand aligned with my personal goals?

### Weaknesses

What will my brand 'not' be about?  
What are my weaknesses that won't be in my brand?

### Short, middle and long-term goals

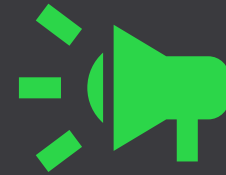
Where do I want to be in 12 months?  
What about in five years?  
How can my brand help me achieve this vision?

### Interests

What interests me most?  
How can I incorporate that into my brand?

What will I be renowned for?

## 4 Exposure



### What

- Your personal brand must be visible. People need to see it, hear it and taste it

### How

- Advertise, market and communicate your brand
- Make the most of every interaction

## Commitment



### What

- Dedicate yourself to your brand, as it will take time to develop

### How

- Show patience and persistence
- Set challenging goals to keep stretching your brand

## Unity



### What

- You must live and breathe your brand in both your professional and personal life

### How

- Build a brand that you can happily live with when no one is watching

## Appeal



### What

- Your brand needs to be respected, and perceived in a positive way by others

### How

- Demonstrate goodwill
- Respect other brands
- Lead with humility
- Make other people feel good and look good

## 5 Your brand strategy


In what ways can I advertise and market my brand?




What can I do to ensure my brand is perceived as a united brand?




What are the short-term goals for my brand?




What is the five-year goal for my brand?



How will I measure whether people perceive my brand positively?



How will I know if my brand fails?  
And if so, what will I do about it?



# 5 tips for success

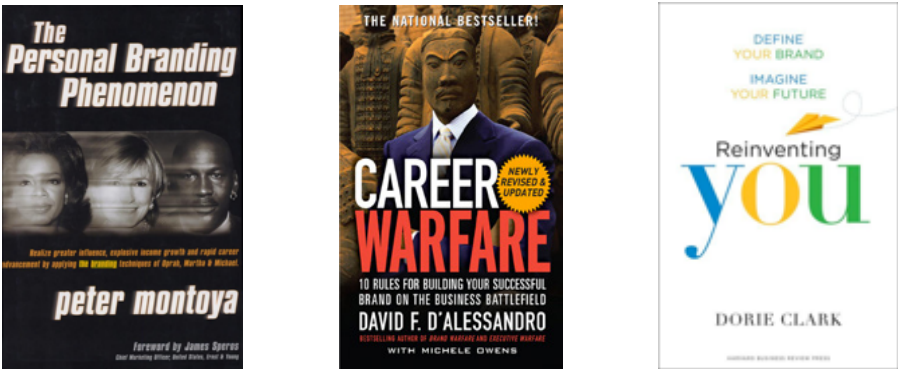
- 01 Choose one area of speciality to define your brand, and keep it simple.
- 02 Ensure your personal brand is visible. People need to see it, hear it and taste it.
- 03 Live and breathe your brand in both your professional and personal life.
- 04 Set goals to keep stretching your brand; it will take time to develop.
- 05 Success is being respected and perceived in a positive way by others.

Find out more at [themindgym.com](https://themindgym.com)



# Find out more...

## Books



## Workouts

Inspire	Me, me, me	Pathfinder	Your impact on others
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