

The personal brand and negotiation

Presenter's Name:

Personal brand process

What is Personal Branding?

Why is Personal Branding Important?

The Steps for Building a Strong Personal Brand

- ***Identify What Makes You Unique***
- ***Fully Understand Your Target Audience***
- ***Define Your Brand Descriptors***
- ***Nail Down Your Messaging***
- ***Choose Relevant Platforms That Suit Your Target Audience***
- ***Create Compelling Content***
- ***Sustain a Regular Frequency of Posting***
- ***Measure the Results of Your Content***
- ***Sustain Your Unique Style and Tone of Voice***

What's personal branding?



***A personal brand** is a multi-faceted concept that covers your skills, experience, personality traits, and core values.*

It's how people perceive you based on your actions, words, and overall image.

Why is Personal Branding Important?

♦ *First, personal branding implants trust and credibility in your audience.*

When people understand who you are, what you represent, and the values you uphold, they are more inclined to be receptive to your message.

A good example of this is to demonstrate why people should choose them for their products or services.

♦ *Second, personal branding also helps you become more visible, which increases your chances of getting noticed by potential customers or partners.*

The Steps for Building a Strong Personal Brand

■ Identify What Makes You Unique

Ask yourself, what skills, experiences, and personality traits set you apart from your peers? What are your passions and core values?

It's crucial to note that everyone has a unique story. Your personal brand is essentially the narrative that you share with the world. It's your journey, experiences, and unique perspective that you bring to the table.

Reflect on your experiences, your skills, and your journey. Explore your past and the lessons you've learned, the challenges you've overcome and how they have contributed to your personal growth.

▪ *Fully Understand Your Target Audience*

What are their needs, aspirations, and challenges? What drives them?

A clear understanding of your target audience can guide you in tailoring your messaging and content to connect with them on a deeper level.

▪ *Define Your Brand Descriptors*

They serve as cornerstones of your brand identity and guide your messaging and content creation.

Innovative, trustworthy, and authentic are examples of brand descriptors.

The most effective brand descriptors are words that you can own. They should be authentic, relevant and include the unique traits of your personal brand.



■ *Nail Down Your Messaging*

What is your mission and vision?

What values do you uphold? What are the key messages you want to convey to your audience?

Expressing your messaging clearly can create a compelling brand narrative that resonates with your audience.

▪ *Choose Relevant Platforms That Suit Your Target Audience*

Several platforms are available for building your personal brand, including social media, blogs, podcasts, and webcasts.

It's crucial to select platforms that align with your target audience and your personal style.

For instance, if your audience is active on Instagram, it could be the ideal platform for your brand.

■ *Create Compelling Content*

Creating captivating content is top to building a strong personal brand.

Your content, be it videos, articles, podcasts, or webcasts, should be informative, entertaining, and engaging.

It should also be tailored to your target audience and align with your brand narrative.



▪ *Sustain a Regular Frequency of Posting*

Take the time to understand when your target audience is most active in order to get maximum reach and engagement.

■ *Measure the Results of Your Content*

To assess the effectiveness of your personal branding efforts, measure your content's performance.

Metrics to consider include engagement rates, click-throughs, and conversions.

Tracking your performance can help you detect what's working and what needs improvement, allowing you to adjust your strategy accordingly.

▪ *Sustain Your Unique Style and Tone of Voice*

Finally, staying true to your unique style and tone of voice is crucial.

Your personal brand should be a reflection of your authentic self, not a persona you adopt for brand-building purposes.

Pay attention to details like punctuation, grammar, and word choice as these all contribute to how you are perceived by your audience.

1. What is the role of personal branding in salary negotiation?

Personal branding plays a crucial role in salary negotiation by shaping how you are perceived in the job market. It influences your professional worth, visibility, and credibility, which are key factors in determining the compensation you can command.

2. How can personal branding impact salary offers?

A strong personal brand can lead employers to perceive you as an industry leader with valuable expertise. This perception can influence them to offer competitive compensation to secure your contributions to their organization.

3. How does personal branding impact initial salary offers?

Your personal brand can influence initial salary offers as recruiters often research candidates online before negotiating. A strong personal brand can lead recruiters to expect higher salary requirements based on your perceived value.

4. How can I leverage personal branding during salary negotiation?

To leverage personal branding during salary negotiation, do thorough research on industry standards, articulate the value you bring to the company, maintain consistency with your brand identity, and be prepared to handle counteroffers professionally.

Language and phrases for negotiation

1. Discuss proposals

We're looking for/interested in (partnering on this project).

We'd like to propose/suggest (meeting again next month).

2. Agree or disagree

That sounds (reasonable/feasible/suitable).

That could (potentially) work with what we are looking for.

3. Give counter proposals

What do you think about (increasing the budget instead)?

Rather than (quarterly reviews), how about (we consider annual ones)?

Language and phrases for negotiation

4. Come to a compromise

Could we combine our idea (of digital promotion) with your (in-store campaigns)?

5. Clarify terms

Let me make sure everything is clear (– you’re suggesting a 10% discount, right?)

Just to clarify, (we said that the trial period would be for six months)?

6. Conclude the negotiation

So, we have decided to (launch the product in December).

Just to recap, (we’re looking at a joint venture with shared branding).

Thank you