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Have You Been Branded?

The personal brand you project affects others' decisions as to your intelligence, character and ability, and determines whether or not they want to do business with you. The way you dress (and act) has a remarkable impact on the people you meet professionally and socially. This greatly affects how they treat you.

Humans think with their eyes. A UCLA study proves that 85% of all decisions are made with our eyes. That's right: the visual you have has the most impact

If your personal brand is not professional and congruent, attractive and attracting you will be passed over - guaranteed. To be competitive, to have a greater influence on others, to attract more business and be more successful it's essential that you develop a well-thought-out personal brand.

Before you sell anything -- your product, company or service -- you sell yourself first. Shift the balance of power in your favor. When you brand yourself correctly, you are seen as more desirable and in demand.

Now take large, successful companies for instance. They understand the power of "branding" a product. They spend a lot of time, money and energy to create a "brand" that is eye catching and appealing enough to sell their product through to market. They want to make sure that the buyer has a strong connection with that brand.

Now think of yourself as a company with one employee -- you. How much time, money and energy have you spent in developing a "personal brand" that is unique enough to sell through to your market? An individual who has a well-defined personal brand has more status and a tremendous advantage over the competition in the market place. With a great personal brand, you are already half sold and thus far above the competition.