




# WHO DO YOU THINK YOU ARE?

The Importance of building your  
Personal Brand

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Everything I had used to define myself  
disappeared overnight

Although it was a crisis of sorts – it was probably the biggest opportunity of my  
life...

So...

I went back to what I know  
about great brands...

*“If your business is not a Brand  
it’s a commodity.”* DONALD TRUMP





theres a world  
of difference  
between a  
Brand & a  
Label

# Brand vs Label

## Brand

Emotional value

Memorable

Asset

Trusted

Expectation of Quality

Embodies your POV

## Label

A name

Not memorable

Waffly

Lacks confidence

Unprofessional

Expectation -Not so interesting!

*At the  
brands  
core . . .*

**It's DNA**

A set of 5-7 words that define everything






A Brand is a set of values, expectations & stories, that taken together, make up a unique memorable and inspiring personal story

Brand = Influence



A Brand is a Promise

*A great Brand is a promise kept*

The image features two dark silhouettes of hands shaking in a firm grip, set against a bright, cloudy sky. The hands are positioned in the center, with the fingers interlocked. The background is a mix of light blue and white, suggesting a clear day with some clouds. The overall mood is one of agreement, trust, and partnership.

Brand = Trust

# Why companies invest in brands – to grow Brand Equity...

6 KEY CONSTITUENTS



What you call  
love was invented  
by guys like me  
◀ to sell nylons.  
- Don Draper



Engage the place where  
your head meets your heart

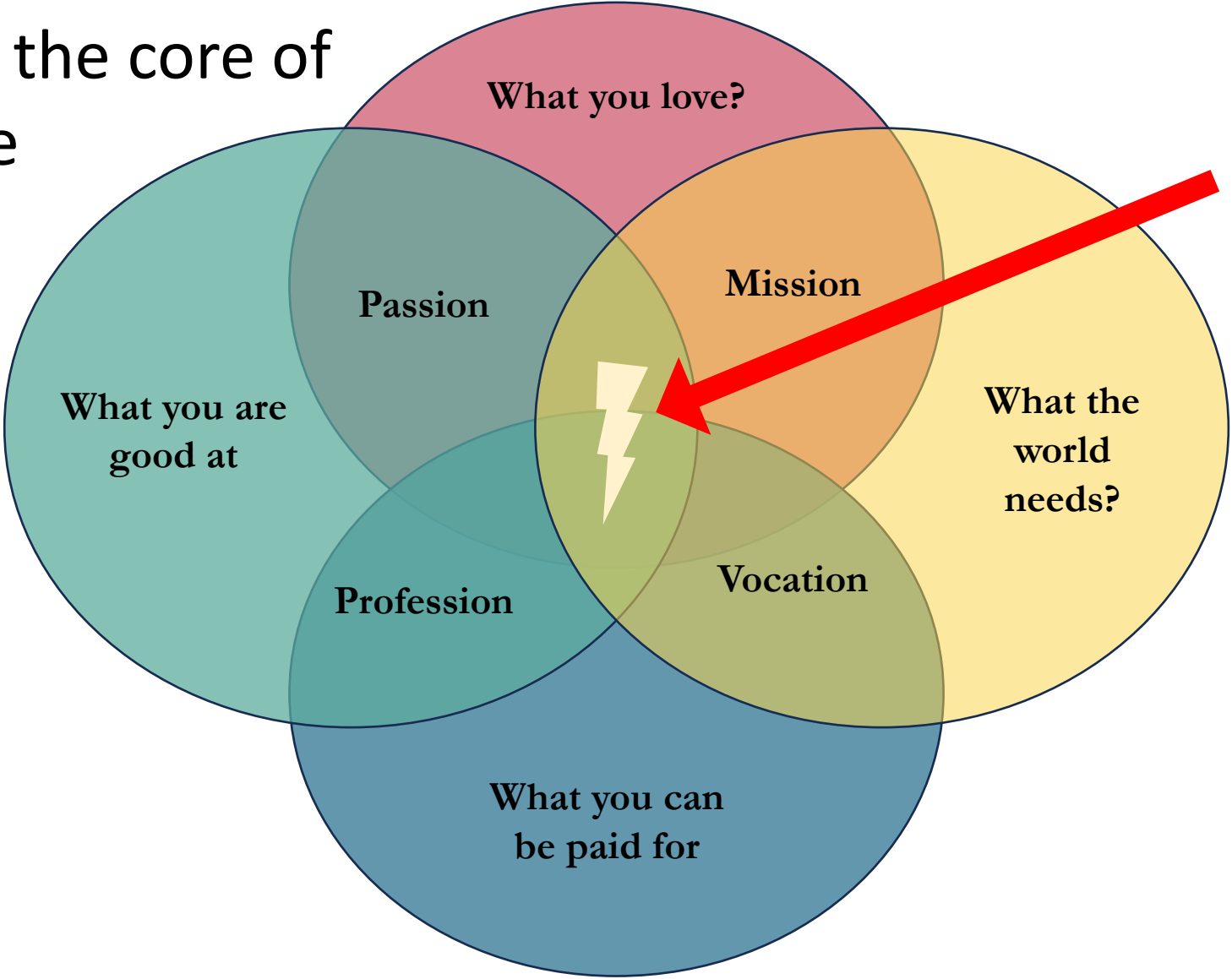


The background is a vibrant, abstract composition of various colors and patterns. It features large, organic shapes in shades of teal, brown, and yellow. Interspersed among these are smaller elements: a grey area with a fine dot pattern, a yellow area with a grid of plus signs, and a brown area with a pattern of small black dashes. Several small, hand-drawn wavy lines are scattered throughout the design.

So what does this mean for the  
women in this room?

How can you start to define your personal brand?

# 1. What is at the core of your purpose



Based on the Japanese concept, Ikigai

# WHY?

Because brand matters more than ever before

Uniqueness and individuality are prized

It connects you with your audience in a way that builds love

It connects your peers with each other

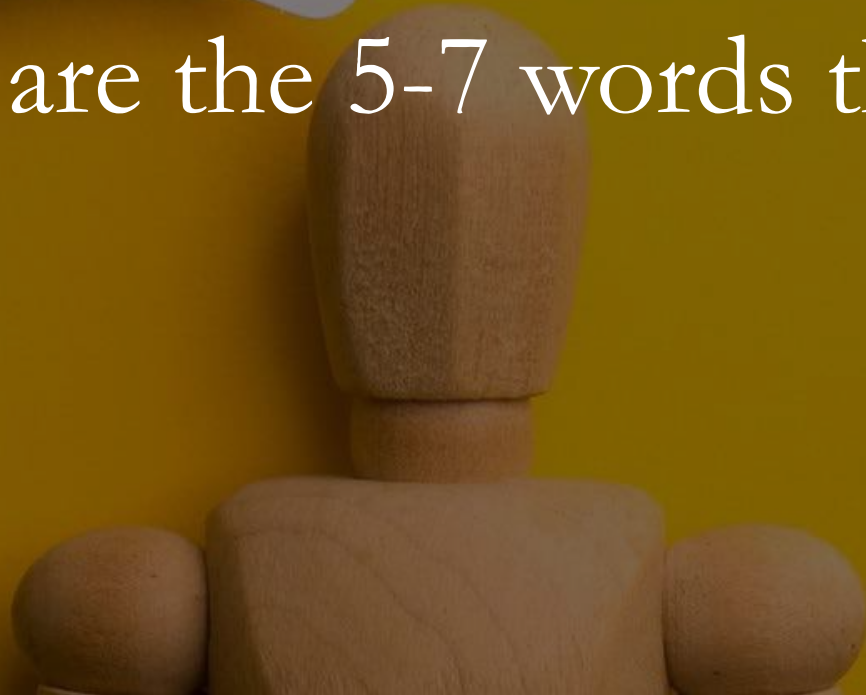
It becomes the basis of storytelling, social strategies and communication

It is an asset that you own and that grows in value overtime given the right conditions

From a business point of view it drives multiple opportunities, is a powerful asset and runs through every facet of your life



What are the 5-7 words that define you?





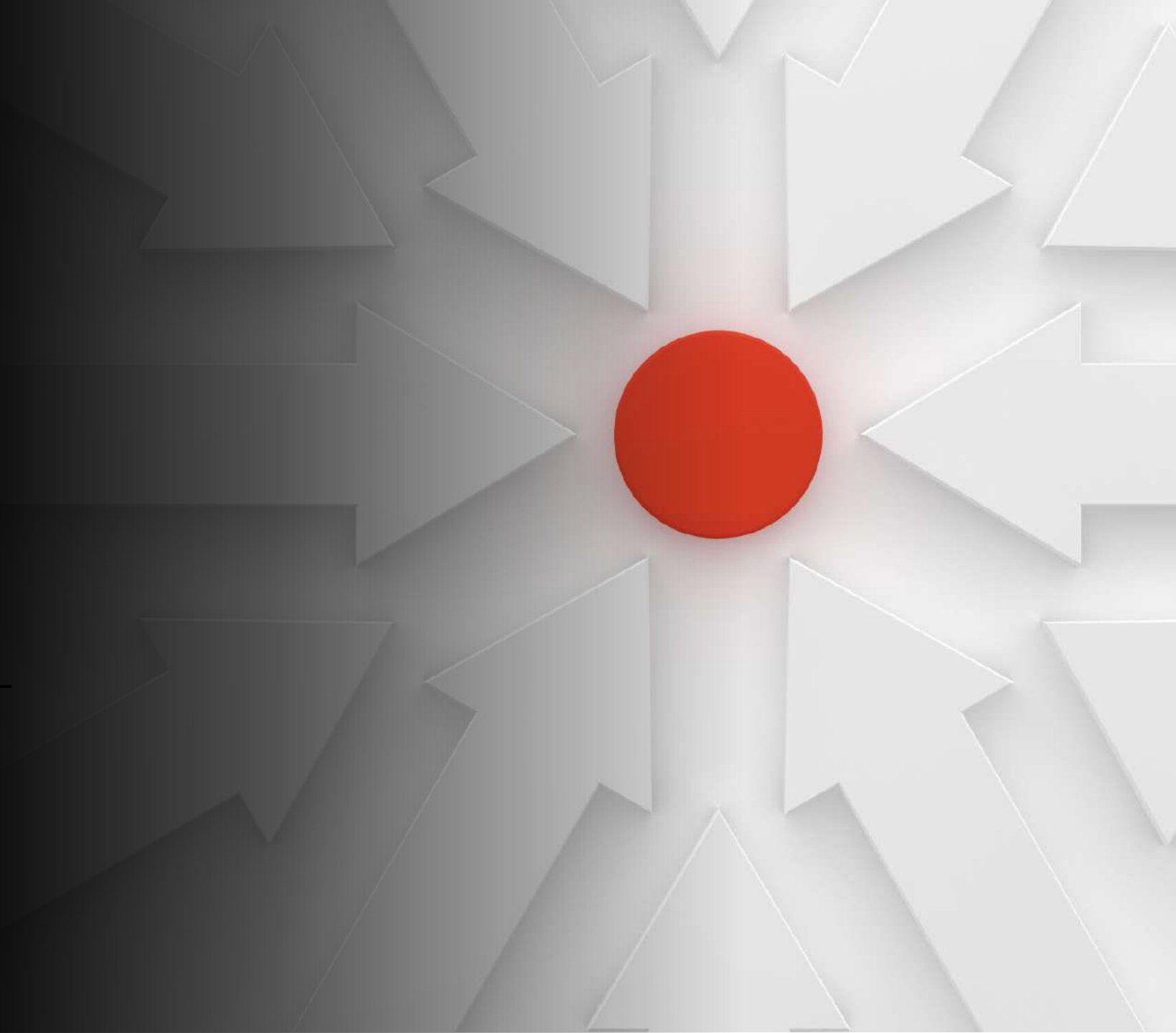


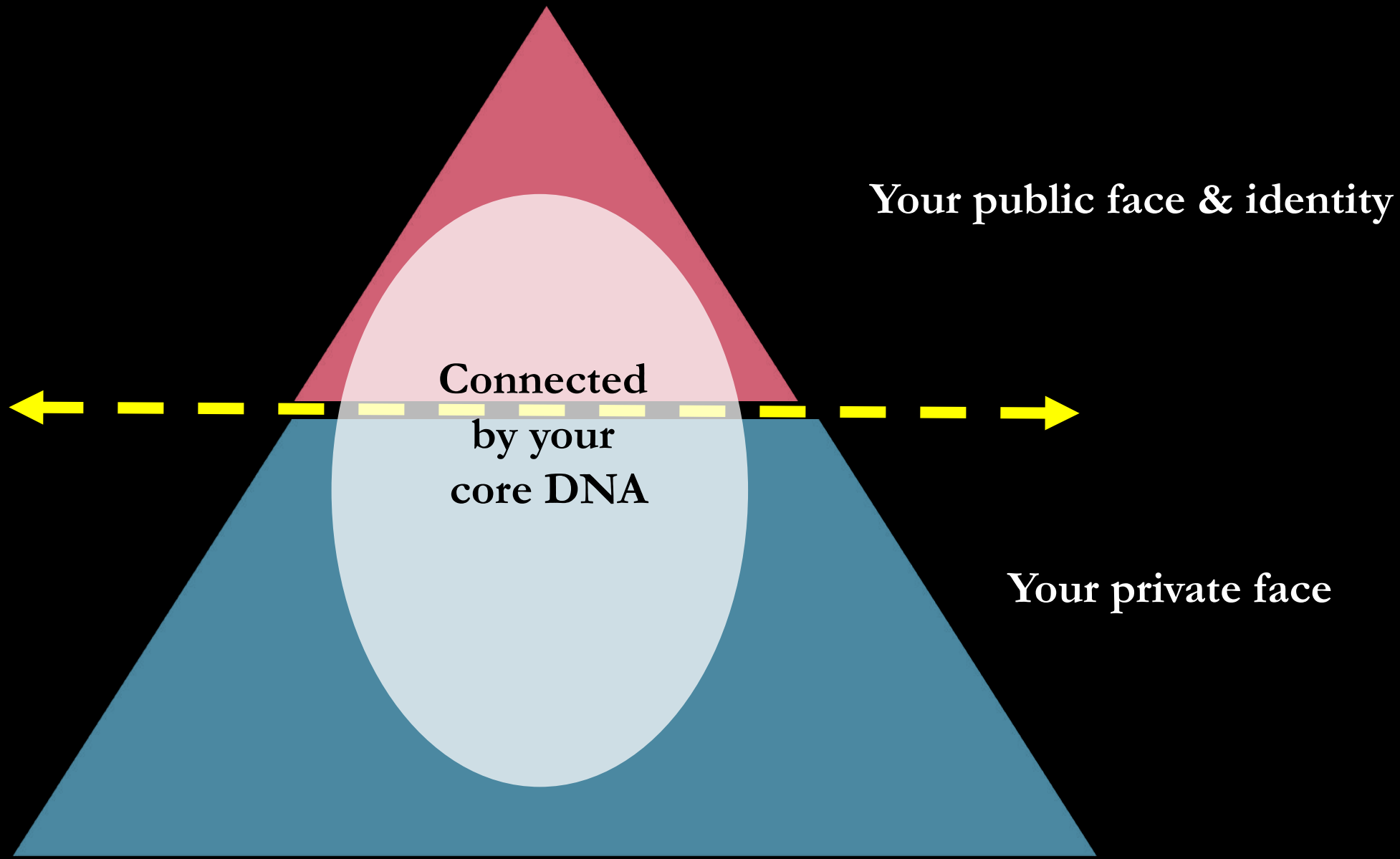
# Your Brand Essence

- Your unique skills
- Your experiences
- Your character
- It's a clever way to create the backbone of your
- Your Narrative
- Build on it - & invest in this over time

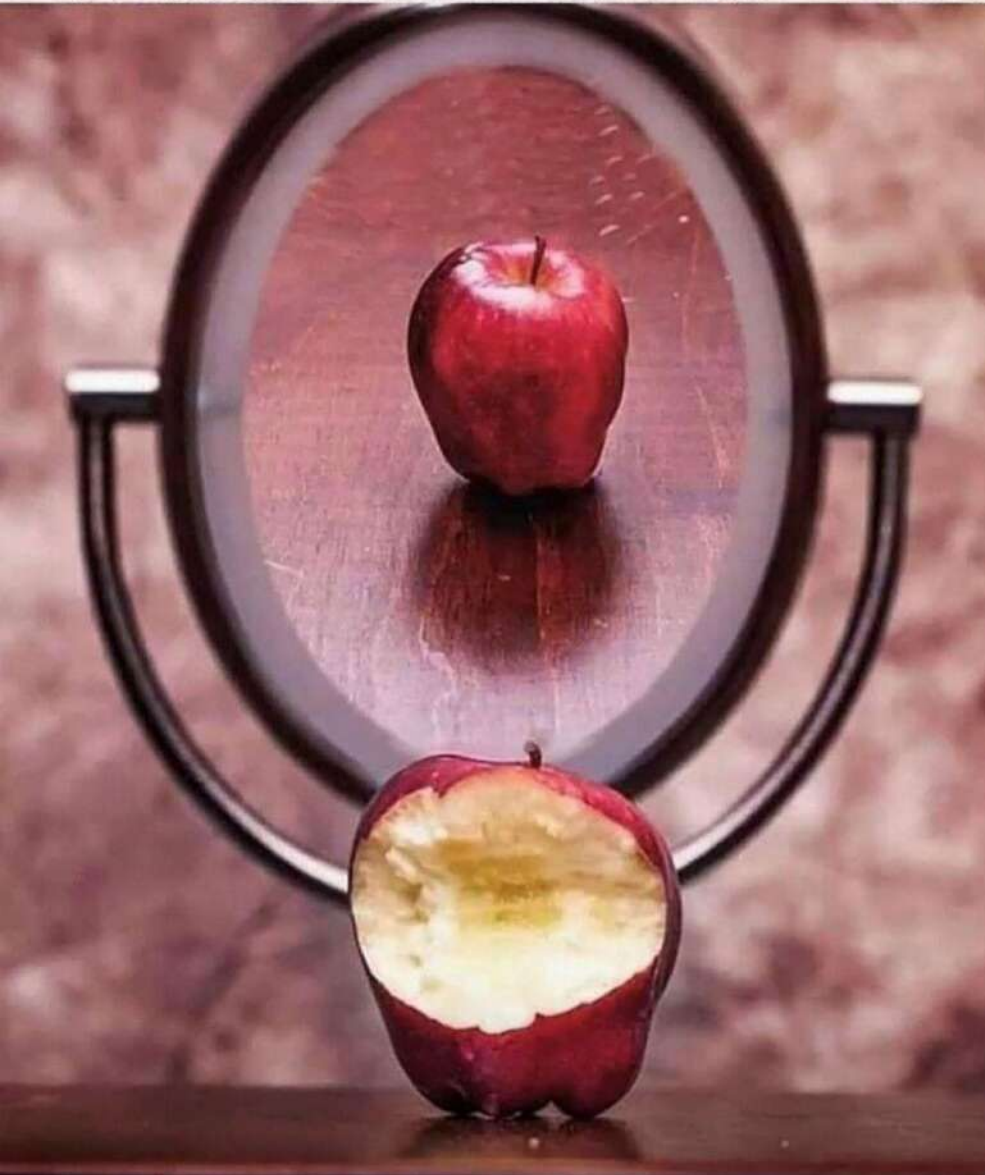


Where it can go  
wrong





## Life on Social Media



You have the ability to build your narrative

Enhancing your personal brand

People meet you with no pre- conceptions

First impressions are everything

Poor presentation

Poor body language

Over selling yourself

Lack of Relevance

Compromising your values

Social voice inconsistent

Inconsistent behavior

# #Hacks

# Don't be a gmail account- if you have to -make it personal

# CHOOSE THE WORDS YOU USE ALL THE TIME

# Volunteer to help anyone! Nature/ Kids/ Animals / the world

# Linked-in is an ALGORITHM – use it

# Start a company to embody your pillars

# become the CEO of you

#be kind honest and generous with your time

# invest in your brand – it will pay back

An aerial photograph of a soccer field situated within a dense forest. The trees are in various stages of autumn, with many showing vibrant yellow and orange leaves, while others remain green. The soccer field is a bright green, contrasting with the surrounding forest. White lines on the field mark the center circle, the halfway line, and the boundaries of the two goal areas. The text "this is just the beginning..." is overlaid in white, lowercase letters across the center of the field.

this is just the  
beginning...