



Business communication: personal branding

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Personal branding

- is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact



Personal branding

Appearance is a part of your personal brand. Dress the part you want to play, pay attention to your manners, and if you suspect that something in your visual presentation might be improved so that your audience perceives you well - ask a trusted friend or colleague for a feedback

- **Verbal:** The content of what you say
- **Vocal:** How you sound when you say it
- **Visual:** How you look when you say it

A 1967 study done at UCLA established what's called the *Mehrabian rule*



The research found that in a very specific situation (where people were communicating about emotions and attitudes), **7 percent** of what came across depended on the **content** of what was said; **38 percent** depended on **how** it was said (the speaker's voice, tone, and accents); and **55 percent** depended on how the person **looked** when communicating

Clothes for *YOUR* brand

- Does your clothing represent the sum of who you are or a just a fraction of the whole you? Presuming that you're aiming for a position that includes greater responsibility, dressing for the life you aspire to means demonstrating attention to detail, particularly as it relates to proper fit
- It is not just physical fit that is important; it is about a *psychological* fit, which means that your clothing represents your values and personality, and a *situational* fit, which means your look complements your role and the occasion

Learn what brands cut their garments in a shape similar to your body

Successful people connect well with others through their writing, speaking, and nonverbal communication. They recognize that their **clothing and grooming are nonverbal tools they can control** to help them achieve their goals and ambitions

What you wear and how you wear it has a domino effect. This is referred to as the universal effects of image

- You think about yourself
- You feel about yourself
- You speak
- You act or conduct yourself
- Others react or respond to you

- Be realistic and honest with yourself about what fits your body and what doesn't. Not all designers cut for the same figure type, nor are all styles suited to all body shapes
- Find a style that highlights your best assets and diminishes those parts of your body that you would rather not emphasize

Personal branding takes your best self out into the world. The look that you present speaks to that. Let the best parts of your image be seen and let the right clothing cover the rest.



10 things that a stylish man would never do:

Forget The Power Of Confidence

Forget To Give Compliments

Wear Their Big Brothers Clothing

Never Forget To Finish Off An Outfit

Buy Clothing They Won't Wear

Spend Big Money On Trends

Never Forget To Be Vain






Never Wear Wrinkled Clothing






Dress Against Their Body Type

Never Wear Cheap Shoes



We might find it difficult to return to usual working habits

2019				
Monday	Tuesday	Wednesday	Thursday	Friday
				

2020				
Monday	Tuesday	Wednesday	Thursday	Friday
				



Business casual

<https://www.careercontessa.com/advice/business-casual-for-women/>

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffett

If you don't give the market the story to talk about, they'll define your brand's story for you.

Brand is just a perception, and perception will match reality over time.

David Brier

Elon Musk

You can't build a reputation on what you are going to do.

Henry Ford

Tips for reputation & personal branding

- 1. Have a focus** “Too many people are unfocused when it comes to press and coverage, trying to be “everything to everyone.” Decide what your key message is and stick to it,” says Cooper Harris, founder and CEO of Klickly

Keeping your message focused for your target demographic will make it that much easier to both create content around your personal brand and have others define you

2. Be genuine "Be genuine. It will make it much easier to manage your personal brand on a daily basis," explained William Harris, Facebook ads expert at Elumynt

Your personal brand should be an easy daily filter that you create content and reach out to your audience with. If you are deeply skilled in one area, your reputation alone will help you build the brand you want

3. Tell a story If your personal brand is not telling a story, you've already lost half of your potential audience. One of the best ways to tell that story is through written content or video. For Pelpina Trip, social video strategist, this is definitely the case. Her own video channel on LinkedIn sees some of the highest levels of engagement across the platform.

“The most personal way to communicate online is with video. Simply use your smartphone to video message your clients, make a personal connection with prospective clients and connect with co-workers”

4. Be consistent Whether you are creating a wild, incredibly out-there fun brand or one that is a bit more on the conservative, corporate side, consistency is key – it is much easier to get recognized for one topic if you consistently create content and brand voice around it.

Something unique that people can associate with your brand and know it is you. (For example, a sidekick mascot or having a catchphrase you say after every video - something people can fall in love with)

5. Be ready to fail Failure is tough, and all of us generally want to avoid it – it is in human nature. However, to have a personal brand that rises above the rest, you need to have a failure

The very best brands always come from repeated trial and error, mistakes and failures and not from instant perfection

6. Create a positive impact A quick tip on personal branding is to remember *you* are *your own* brand, no matter what your current job is, whatever the priority happens to be today...

always keep in mind the impact you leave on others and remember all we have is our own reputation

7. Follow a successful example “People interested in personal branding need to start marketing themselves like the celebrities and influential people that they look up to every day,” explains Jason Wong, CEO of Wonghaus Ventures

You have to pay attention across all social media platforms

8. Live your brand As mentioned before, one of the ways you can make building a personal brand difficult on yourself is to separate your brand from your personal life. While certainly doable, it is easier when initially creating a personal brand to have your actual lifestyle and brand be one, and the same

9. Let other people tell your story The best PR is by word of mouth. Creating a personal brand in the public sphere is no exception to this rule. Lovely videos are able to recall the bright outfits and hobbies and tie those pieces of the story to their interpretation of your brand

10. Leave a legacy A personal brand is a lifelong project that constantly evolves and changes. Even the experts who build or enhance the biggest brands in the business know that there are no hard-set rules for creating a personal brand. Creating the right personal brand will not only help you be known in your field and consistently land work but it could be the difference between “Who are you?” and “Thank you for being here” in your career

Thank you very much for your interest!