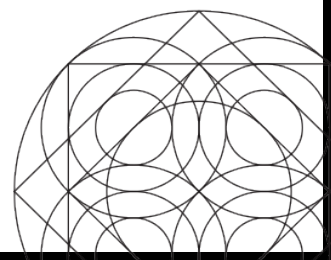
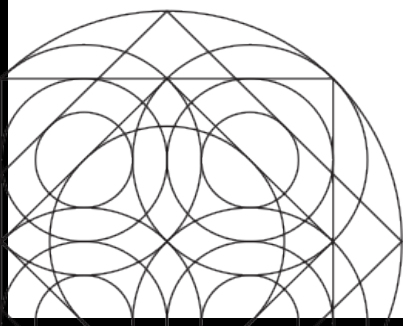


PERSONAL

branding



Personal Branding

WHAT IS A PERSONAL BRAND

A Personal brand is what you have already whether you've created it consciously or not. It's the way people describe you to other people when they recommend you.

Your personal brand is the way people receive you; it's what you represent as a person.

What do I want to be known for?

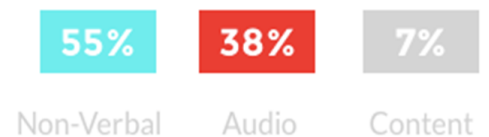
Start thinking about this now!

How do we create a good first impression?

55%: *What we see*
(non verbal/appearance)

38%: *What you sound like*
(quality and tone)

7%: *What you say (content)*



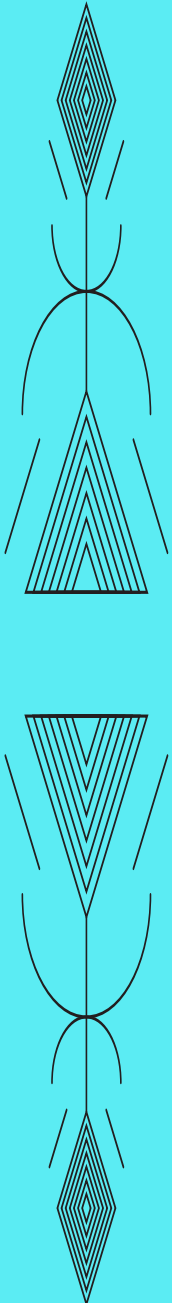
Your audience forms an impression based on your appearance, body language, demeanor and how you're dressed

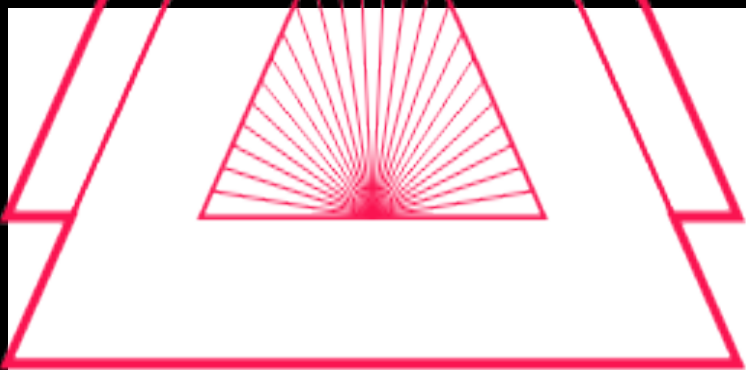
Think about the "costume" that you wear

The right costume can attract the right clients

What does your costume say about you as an entrepreneur?

Are you presenting your best self every time you show up online or in person?





Personal Branding

BRAND ADJECTIVES

The industry you are creating the brand for and any trends relating to colours, styles, moods, design.

Does it work with your Industry?

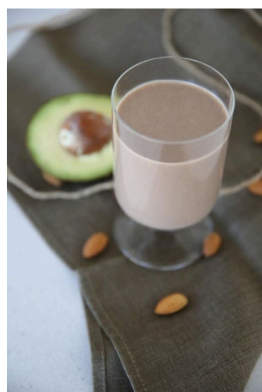
Does it work with your ideal client?

Consider Industry trends and how that relates to your personality

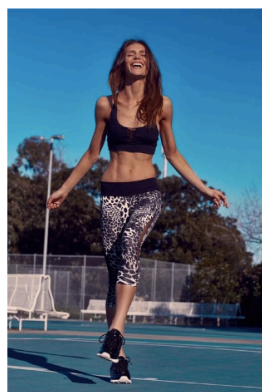
OLIVIA AREZZOLO

EAT • MOVE • LIVE

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EAT



MOVE

THINK POSITIVELY
and
EXERCISE DAILY
EAT HEALTHY
WORK HARD
STAY STRONG
BUILD FAITH
WORRY LESS
READ MORE
BE HAPPY
RELAX
LOVE
LIVE

HERBERT SMITH FREEHILLS

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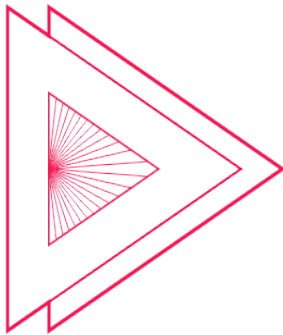
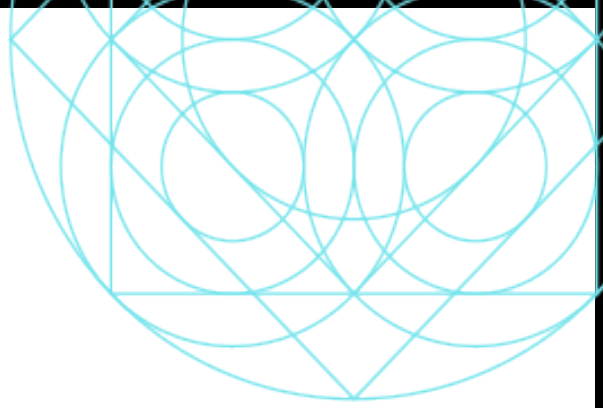
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Find the lawyer you are looking for by name.

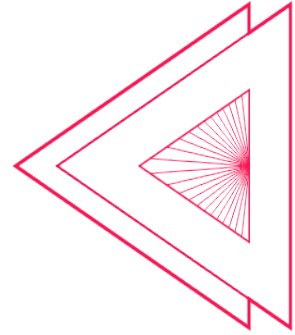
SEARCH

Personal Branding

MY BRAND ADJECTIVES



MODERN
BOLD
INSPIRING



Welcome to the Presentation, Performance and Publicity powerhouse e-course! Please login using the fields below. Thank you so much for joining, I can't wait to watch your transformation

Personal Branding

BRAND ADJECTIVES

Write 3-5 words of the experience that you want your ideal client to have with your business and how that relates to you personally as the face of the brand.

Start by answering these questions to help trigger your unique persona.

What do you want to be known for?

What makes you unique?

How are you remarkable?

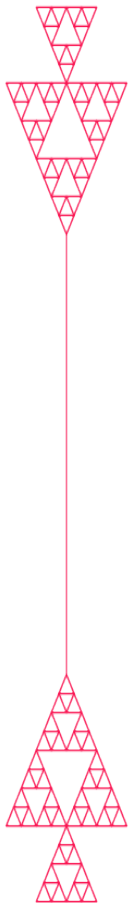
What are my top strengths?

What problems do I love to solve?

What do your clients value about what you do?

Who is my ideal client and will they like this brand?

Does it fit my personality?



Personal Branding

BRAND ADJECTIVES

Write 3-5 words of the experience that you want your ideal client to have with your business and how that relates to you personally as the face of the brand.

Does it work with your Industry?

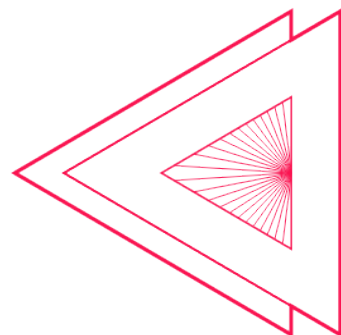
Does it work with your ideal client?

Decide which words are essential and which are just important

Remember it's about standing out and making it easy for people to pick you!

Consider your tone of voice, your approach, your use of language,

Bring in your personality – we want it to be unique to you!



*Funny **Bold** Quirky Strong **Elegant**
Chic Sarcastic Timeless **Sassy** Edgy
Lovely **Irreverent** Cheeky Humble
Unique Confident Fierce **Personal**
Corporate Loud **Cutting Edge**
Homely **Outspoken** Lively **Colourful**
Adventurous **Young** Established
Modern Traditional Inexpensive*

Write your 3 Brand Adjectives here:

1. _____ 2. _____ 3. _____