



Personal Branding

Enelra Tip Sheets:
Getting Better Every Day

Personal Branding

High-Level Summary

- When you want to intentionally control the narrative about how others see you, that is Personal Branding.
- It is a cumulation of your outward values, the quality and consistency of your work, and your social network.
- These things implemented consistently creates your personal brand that people can connect with.



How you want people to see you



- 1 Personal Branding is how you want people to see you.
- 2 People form opinions and beliefs about your reputation based on your actions and behaviors.
- 3 Your personal brand is intentional. It is how you want people to see you.

Reputation is about credibility, your personal brand is about visibility and the values that you outwardly represent.

Personal Branding

Overview

- Figure out what drives you
- Align your values to your organization's goals
- Create a stakeholder map of people who can advocate for you
- Reach out to people you want to connect with and use that opportunity to highlight your skills and interests and how that may benefit them and their work



3 C's of Branding

Clarity

1

- Be clear about what you are and what you are not. What sets you apart from everyone else who does what you do? What would make someone choose you?
- Social Proof: A shortcut for people to determine your credibility based on your associations with things they already know. Example: if you were a New York Times Bestseller, they would think your book must be good, even if they don't know who you are.

Consistency

2

- A strong brand does not change with each new product release. Stay consistent with who you are and what you are not.
 - Content Creation: allows others to evaluate the quality of your work. It also forces you to really hone in on your messaging, which will provide the Clarity needed to set you apart.
 - When you are the one creating content, and not simply sharing what others have to say, makes you an expert in the eyes of your audience
 - This also gives you an opportunity to network with colleagues or aspirational contacts, which ties into the next point, Constancy.

Constancy

3

- Be constantly visible. Who is your target audience and are you always visible and delivering something valuable to them?
 - Networking is a great way to stay connected.
 - Having a wide network helps your ideas spread faster. People who resonate with your messaging will share your posts, which will help grow your target audience
 - Your network also ties back into Social Proof, as others begin to share your work it acts as a type of endorsement that will enhance your credibility. Their audience will see you as an expert by default.

Resources

Well-Rated Podcast Episodes

- [You Are the Brand Podcast with Mike Smith](#)
- [Cash In On Camera with Sheryl Plouff](#)
- [The Know Like & Trust Show with Brittany Gardner](#)

TEDx Talks

- [Own Your Personal Brand by Jenni Flinders](#)
- [Designing a Purposeful Personal Brand From Zero to Infinity by Tai Tran](#)
- [Powerful Personal Branding by Ann Bastianelli](#)

Highly-Rated Book Resources

- Reinventing You: Define Your Brand, Imagine Your Future by Dorie Clark
- LinkedIn for Personal Branding: The Ultimate Guide by Sandra Long
- Branding Pays: The Five-Step System to Reinvent Your Personal Brand by Karen Kang
- Building a StoryBrand: Clarify Your Message So Customers Will Listen by Donald Miller
- From Individual to Empire: A Guide to Building an Authentic and Powerful Brand by Laura Bull