

## USE PERSONAL BRANDING TO BOOST BUSINESS RELATIONSHIPS

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*By Janet H. Moore, JD, ACC  
Speaker, Trainer, Executive Coach*

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### **I What is Personal Branding?**

“We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.” Tom Peters, [“The Brand Called You,” \*Fast Company\* \(Aug./Sept.1997\).](#)

“**Personal branding** is the process whereby people and their careers are marketed as brands.” [Wikipedia](#)

### **II Defining Your Brand**

- A. Best when you combine passion, personal strengths and occupation.
- B. “Ask yourself: What do I do that adds **remarkable, measurable, distinguished, distinctive** value?” Tom Peters, “The Brand Called You,” *Fast Company* 1997.
- C. Gather feedback about your uniqueness from: diagnostic tools; feedback from clients, co-workers and friends; branding professionals; brainstorming with highly intuitive friends and colleagues.
- D. Amass information about your current reputation through Google searches, 360 feedback and the like.
- E. Differentiate yourself from the competition: create new product/service and/or enhance a product/service with your uniqueness.
- F. “A dynamic professional services career – one that produces good results for clients and builds a firm – now needs three solid legs. The first is, of course, quality work and commitment; the second is a broad, growing network of valuable contacts and informal advisors; the third is a personal brand. An authentic brand grows out of one’s novel ideas, thought capital and perspective. The challenge is to package those ideas – market them – so they’re seen as legitimate ‘thought leadership.’” Frank Sommerfield, President of [Sommerfield Communications](#).

### III Focusing and Implementing Your Brand

- A. Do not try to be all things to all people.
- B. Authenticity is imperative.**
- C. Mirror your brand throughout your life: logo, business cards, website, blog, attire, activities etc...
- D. Consistency is key, so monitor your professional and personal demeanor.

### IV Branding as an Expert: How it Can Cultivate Media Attention and Boost Business Relationships

- A. Authenticity is mandatory: a Ph.D. is not.
- B. Ways to be perceived as an expert: choose a niche; publish articles; give speeches; teach classes; write books; blog; join appropriate professional associations; include PR and advertising.
- C. Journalists look for unusual stories. Make their job easy and identify the “hook”.
- D. Potential clients will perceive you as an expert when you are mentioned in objective news sources.
- E. To increase your cross cultural client development, improve your cross cultural acumen—and then incorporate this skill into your brand.

### V Select Suggested Resources

[International Lawyer Coach Blog](#), particularly posts on [Branding and Marketing](#)

Marcus Buckingham and Don Clifton, *Now, Discover Your Strengths* (2001)

David McNally and Karl Speak, *Be Your Own Brand* (2003)

Peter Montoya, *The Brand Called You* (2005); *The Personal Branding Phenomenon* (2002)

Tom Peters, “The Brand Called You,” *Fast Company* Aug./Sept.1997; <http://www.fastcompany.com/online/10/brandyou.html>; *The Brand You 50: Fifty Ways to Turn Yourself from an Employee into a Brand that Shouts Distinction, Commitment and Passion!* (1999); [tompeters.com](http://tompeters.com)

Al Ries and Laura Ries, *The 22 Immutable Laws of Branding* (2002)

Irving Rein, Philip Kotler, Michael Hamlin and Martin Stoller, *High Visibility: Transforming Your Professional and Personal Brand* (2005)

[personalbrandingblog.wordpress.com](http://personalbrandingblog.wordpress.com)

Steven van Yoder, *Get Slightly Famous: Become a Celebrity in Your Field and Attract More Business with Less Effort* (2003)