

How To Productively Build Your Personal Brand

A personal brand is one of your most valuable assets. It is you. Just like large companies invest in creating and protecting their brand, it is important for you to do this as well. It doesn't matter whether you work alone, within a corporation or consult with others; you make an impression on the world and it affects your business and reputation. To ensure you are productively building your brand, here are some ideas to help you:

Be Memorable - Don't be like everyone else. Find a way to help you stand out amongst the crowd. A way to do this is to conduct a self-audit. During this audit list your strengths. Remind yourself of your strengths. For example, I am known for my shoe collection and my love of pink. This means my wardrobe; accessories, stationery and other items I use all reflect this. My thank you notes are pink with a stiletto illustration on the front and my contact details on the back. What can you do to make you memorable?

Reflect Your Personality - Make a list of words people use to describe you. Using this list, choose the words that feel best for you. Once you know how to describe your personality, you can use these words and "feel" in everything you create for yourself i.e. website, business cards and one page biography.

Use Colour - Choose one or two colours that demonstrate your personality. Pink is my colour; this colour is represented in all aspects of my business, home, wardrobe and accessories. Many clients make comments on my pink briefcase, hot pink jackets and other items I use in my work. This is part of my signature. I use this colour in all aspects of my handouts, books, folders, and handbag - any place that is visible to the world. Kirstin Carey, an American speaker, is known for her love of orange. Whenever you meet Kirstin you can be guaranteed she is in an orange outfit.

Keep It Consistent - Use your personality words in all marketing materials you develop. If you select a colour to represent you, use that in everything you do. If it is a symbol or character use that. Roberta Perry, a public relations expert, wears the funkier glasses and recently I saw an ad for her company 10-16 featuring her glasses - very clever!

Develop an Area of Expertise - Be known for something. Become the specialist in your area. Be the person people ask questions; be quoted as the expert in articles, newspapers. Be the 'go to' person for that area of expertise. I am known for my speciality in productivity and networking. What are you known for?

Have an Interesting Business Card - Be different. Keep the standard size but ensure the paper stock, colours or font are different to everyone else. Even if your company provides you with a business card you may like to get an additional one for your life and work outside the office.





Have a Saying or Phrase - Winston Marsh, an Australian speaker, is known for always saying “I am f-a-n-t-a-s-t-I-c.” Every time he speaks with someone or signs off a letter he uses this phrase. I always say ‘G’Day’ - the Aussie hello. What phrase makes you memorable?

Create Stickers with Your Contact Details - Use these stickers on all physical mail, books, sample products or anything you send out. This will allow people to contact you at any time.

Establish an Email Signature - Using tools like Microsoft Outlook, you can establish a unique signature that is attached to all outgoing emails. You could include a quote or a sentence about your business. Use colours, bold font and include your name and contact information.

Send Thank-you Cards - Send handwritten cards to people to thank them for doing business with you, good service, referrals or just because. I use pink envelopes so they are also reflective of my personality and consistent with my brand. A colored envelope also stands out amongst all the white envelopes people receive on a daily basis.

Send Client Thank-you gifts - When you work with someone for the first time you may like to send them a thank you gift for their business. For some of my female clients, I send flowers and ensure they are delivered the day after my presentation with the client. This is a reminder for them that I appreciated their business and is something many clients comment on many years after the event.

Join Associations - Find a professional or industry body, become actively involved and join the committee. Commit to attending the meetings, get to know other members and provide lucky door prizes to increase your business profile.

Get a Professional Headshot - Build a selection of photos (in electronic form also) that can be sent to anyone interested in working with you. These will be useful for your website, business cards and one page biography. Any successful businessperson must have a good headshot. Tip: Keep it current; I don’t know how many speakers in my industry I have met with headshots that are fifteen plus years old... when they still had hair! Keep it up to date.

Learn to Network - This skill is essential if you want to build your personal brand and build your business. People need to meet you and know you. If you struggle with this skill you could some read some excellent (of mine... he he) “Network or Perish” or “Strategic Networking”.

You are your brand; decide what message you want the world to know about you. You invest so much time and energy in keeping fit, what about focussing on your brand. What do you want people to remember about you?

Neen James is an International Productivity Expert. By looking at how people spend their time and energy, and where they focus their attention, Neen helps people to rocket-charge their productivity and performance. A dynamic speaker, author and corporate trainer, Neen demonstrates how boosting your productivity can help you achieve amazing things. With her unique voice, sense of fun and uncommon common sense, Neen delivers a powerful lesson in productivity. Contact her at njames@phillyfitmagazine.com.

Tony Robinson

Fitness Consultant

“Never give up even though things seem or feel too hard to achieve...”

... Is the motto of Tony Robinson, fitness consultant. He is a CPT through several accredited sanctioning organizations.

His unique approach to weight management/ fitness training and his work with people rehabilitating from injuries has made him head and shoulders above his peers. The combination of Core/Functional training /Pilates /Sports/ Martial arts & Track and Field makes him perfect for what ever your goals maybe. He’s a trainer for everyone. **Give him a try.**

He has experience working with:

- young children to senior citizens
- Pre-natal & Post natal woman
- Experience with Amateur / Collegiate / National and Olympic caliber athletes
- Has worked with people who have had numerous health conditions and helped them regain a good quality of life again

Locations:
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