

Why You Must Build a Personal Brand?

“An Effective Brand Will Influence Others”

By **George Dubec**

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Why you must build your personal brand.

Before you begin the business of networking, you must establish who and what you are? Personal branding dictates as to how you appear to the world and how they perceive you initially.

The development of your personal brand involves creating a voice, personality, logo, biography and storyline, which includes what you want to be known for and how you wish others to regard you.

Previously the term “branding” was relegated to companies; however, every individual in today’s world gets labeled, stereotyped and is branded by others along with acquiring a reputation. Unless you consciously cultivate your personal brand, your reputation, whether deserved or not, is many times built upon by false assumptions, misinformation, gossip, rumors or other. Take control of how you want to be known and perceived by others. Once people know who you are and what you do, they will identify you based on your personal branding. If you brand yourself with proper foresight and planning, your brand will indicate to others that you are a professional in your field or have a specific area of understanding or expertise. You will be well on your way to becoming a known expert in your niche or industry.

An effective personal brand will influence others, and you will reap the following benefits...

- Recognition and prestige
- Leadership opportunities
- Greater credibility and increased trust
- Higher perceived value
- Association with specific products, services and projects
- Better understanding, by others, of who and what you are all about
- Easier to meet and find targeted prospects and ideal clients
- Creation of a desired image
- Elevates your social and business status
- Separates you from the crowd
- Promotion of your mission, vision and values

****PERSONAL BRANDING LETS EVERYONE KNOW WHO YOU ARE AND WHAT YOU ARE ALL ABOUT****

****BECOME YOUR PERSONAL BRAND****

****IT'S NOT JUST WHO YOU KNOW, BUT WHO KNOWS YOU****

How to build your personal brand?

- Define who and what you are
- Start thinking of yourself as your brand

- **Create a digital presence with domain names, websites, virtual business cards, mobile sites and on social media**
- **Associate with strong brands and build connections**
- **Create and script a compelling story (use your background, experience and previous accomplishments)**
- **Find a niche, don't generalize or be too broad-based**
- **Make use of an appropriate sig file, resume, logo, good HD photos, background summary, good references, business cards**
- **Create a "Business Networker Profile" for all of your main products, services and projects**
- **Manage your appearance and apparel (be consistent in projecting the right image that suits your branding efforts)**
- **Engage in frequent audits of your personal brand to see how it is to be perceived by others (social media profiles, family members, friends, neighbors and associates)**
- **Become an influencer and known expert in your field by speaking at events (especially industry related). Provide expert content for blogs, newsletters, whitepapers, articles plus seek radio and TV appearances**
- **Find out how you rank with others in your field (use tools such as buzzsumo.com)**
- **Hire a personal branding specialist (optional)**



George Dubec
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