Personal Branding

Tyler Tolson
Why do we recognize them?
What is branding?
Branding

• The personality of the company.
• Touchpoints
Branding is communication.
Branding is also...

- Relationships
- Characteristics
Personal Branding

• Personal Illustration (from my life)
Ms. Crawford
Personal Branding leads to...

- relationships
- trust
- mutual success
- follower loyalty
Personal Brands I respect...

- Richard Branson
- King Benjamin
- Oprah
- and, of course...
• Examples?
How to develop your Personal Brand
• Recognize your passions and envision who you are and who you want to be.
• Make a Personal Branding Statement
(Daily Contract).

THIS IS YOUR LIFE.
DO WHAT YOU LOVE,
AND DO IT OFTEN.
IF YOU DON'T LIKE SOMETHING, CHANGE IT.
IF YOU DON'T LIKE YOUR JOB, QUIT.
IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV.
IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP;
THEY WILL BE WAITING FOR YOU WHEN YOU START DOING THINGS YOU LOVE.
STOP OVER ANALYZING, ALL EMOTIONS ARE BEAUTIFUL.
WHEN YOU EAT, APPRECIATE EVERY LAST BITE.
OPEN YOUR MIND, ARMS, AND HEART TO NEW THINGS
AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES.
ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS,
AND SHARE YOUR INSPIRING DREAM WITH THEM.
TRAVEL OFTEN; GETTING LOST WILL HELP YOU FIND YOURSELF.
SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM.
LIFE IS ABOUT THE PEOPLE YOU MEET, AND
THE THINGS YOU CREATE WITH THEM
SO GO OUT AND START CREATING.
LIFE IS SHORT.
LIVE YOUR DREAM
AND SHARE YOUR PASSION.
• Find a mentor (accountability).
• Assess your progress (at least weekly!)
• Read and Write (take note!!)
Personal Branding Statement

• Step 1: Identify past successes. (home, work, community, etc.)
Personal Branding Statement

• Step 2: Identify Core Values (Who you are and what are your priorities).
Personal Branding Statement

• Step 3: Identify Contributions (ways you feel you can make a difference.)
  • The world
  • Family
  • Work
  • etc.
Personal Branding Statement

• Step 4: Identify Goals
Personal Branding Statement

• Step 5: Write your Personal Branding Statement based off of the first four steps.

• Example: “To live life completely, honestly, and compassionately, with a healthy dose of realism mixed with the imagination and dreams that all things are possible if one sets their mind to finding an answer.”
• Examples?
Personal Branding

• Recognize your passions and envision who you are and who you want to be.

• Personal Branding Statement (Daily Contract)

• Find a mentor.

• Assess your progress.

• Read and Write.
Pepper-Spray Syndrome
• tolson.tyler@gmail.com