

How to Build Your Own Personal Brand

7 Steps To Creating A Powerful And Profitable Public Image

By: Michael Irvin

Sample Copy

7 Steps
To Creating
a Powerful
and
Profitable
Public
Image

Dedicated To My Dad
Von Deron Irvin
Radio Personality And Master Marketer
And To My Mom
Belle Irvin
Who Taught Me The Value Of Hard Work

How to Build Your Own Personal Brand

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“How To Build Your Own Personal Brand” – 7 Steps To Creating A Powerful and Profitable Public Image

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Introduction

This Sample Copy of this eBook is a brief description of some of the personal branding skills and techniques that I have learned during the span of my career as a healthcare professional, marketing expert, and entrepreneur.

For most of us, the trick to personal branding is how to be remembered for the right reasons. How do we accomplish this without going too far? How do we do this without appearing to be bragging or even obnoxious?

The answer is that we do it like we do everything else. We do it professionally and within the expectations of our profession. Doing it haphazardly or too aggressively can lead to a bad reputation and negative outcomes.

As an example of this, at the local supermarket where I used to shop, I met a man walking in the aisles. He was dressed exceptionally sharp with nice suit and shiny black shoes. He asked me if I knew on what aisle the bread was located.

I answered, he then said, “Do I know you? You look familiar to me.” After a brief conversation with introductions, he asked me what university I graduated from, my profession, etc. He then gave me his business card and we said our goodbyes.

He seemed like a nice enough person at the time. The problem is that he used this same routine on me every time I entered the supermarket. I also, saw him use this routine on several other people who entered the supermarket. Finally, he got banned from entering the supermarket.

I felt deceived. I don't know if he gained many customers with this technique, but I do know that I never called him to purchase his products or services. I suspect that most people had the same reaction to his repeated badgering as I did.

Yet we have to market our products and services. To get the most out of this marketing and in order to benefit fully from our education, work, and experiences we need to create and build upon our public image. Personal Branding is important.

For example, you wouldn't expect a surgeon to do an operation while wearing blue jeans and a t-shirt. So, when you visit his or her office you expect the surgeon to be dressed professionally, usually wearing a long white lab coat and a stethoscope. This image gives you confidence that he or she knows what they are doing.

These are just a couple of examples. My goal in writing this book is to help others learn the importance of personal branding as well as how best to accomplish this.

Due to limited space, in the sample copy of this eBook, I will at times simply list topics and subtopics and techniques without fully explaining these. In the Full Version I go in to much more detail as well covering other topics and techniques.

“Let your light so shine before men, that they may see your good works.....”

King James Version

I meet people all the time, both young and old, who haven't learned the importance of personal branding. Many of them stare at me with a confused look when I mention the topic. So, just to make

it easy to understand, think about some of the company brands that you encounter everyday like McDonalds®, Coca-Cola®, and Pepsi®.

Since we can't all walk around with a name tag pinned on our chest, we need a way of getting our name out and attaching our name with a good public image. Personal Branding is a way of building this recognition.

Now think about persons with widely recognized personal brands. These include Donald Trump, Lady Gaga, Madonna, and many others.

These are household names. The branding of each has led you and me to instantly recognize what each of these names stand for. While we all need branding, not many of us will ever need this type of branding. We simply will never become that well known. And most of us do not want or need branding to the extreme that these companies and persons have accomplished.

Most of us don't need fame. But everybody can benefit from personal branding. No matter what our position or station in life, personal branding is important. And personal branding on a scale that is really valuable, practicable, realistic, and usable is not hard to accomplish. You just need to know and apply some easy to use techniques to achieve astonishing results.

My goal in writing this eBook is to help you to learn these valuable branding skills. Please share this short eBook with everybody you think could benefit from it. If you are wondering who can benefit from personal branding, see the paragraph above. Hint - Everyone.

“Good luck with every good thing that you set out to do or accomplish!”

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“How To Build Your Own Personal Brand” – 7 Steps To Creating A Powerful and Profitable Public Image

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Contents

Introduction

Step 1 - Your Goals - Planning For Personal Brand Building Success

Planning

Planning your Personal Branding Campaign

Know What You Want In Life And Work

Making Decisions

Long-Term Goals

Short-Term Goals

Action Goals

Step 2 - Matching your personal brand with your goals

Your Thoughts

Your Words

Your Actions - TWA

Image = Action Goals = Short-Term Goals = Action Goals

Formulating Strategies

Taking Action

Step 3 - Verbal Personal Branding

What to say

How to say it

Who to say it to

When to talk

When to be silent

Face to Face Personal Branding

Networking events

Job Fairs

Interviews

Presentations

Speeches

Marketing Events

Step 4 - Written Personal Branding

What to write

How to write it

Using Email in Personal Branding

Business Email

Email Contacts

Resumes

Your Signature

Personal Logos

Business Logos

Blog

Website

Other Online Presence

Step 5 - Physical Appearances and Personal Branding

Physical Appearance

How You Dress

Logos

Uniforms

Perceptions are reality

Make A Bold Statement

Dressing For Interviews

Dressing For Work

Step 6 - Networking

Networking Groups and Opportunities

Use Both Sides Of Your Business Card

Master Mentor Group

Apprenticeships

Internships

Staying Connected

Step 7 - Using the Internet in Personal Branding

Social Media

Email Campaigns

Auto Responders

Getting The Word Out

Marketing Your Brand

Facebook And Business

Sending Out Your Resume

Pseudonyms, Handles, Aliases

Summary

Evaluating Progress

Re-formulating your campaign

Step 1- Your Goals - Planning For Brand Building Success

Know what you want in life and work

Align your personal brand with your mission statements and goals

Getting your personal brand into the conversation

Presenting yourself to multiple worlds

We live in a land of plenty

Personal and Business Mission Statements

Make your life inline with your brand

“If you don’t know where you are going, you’ll end up someplace else.” Yogi Berra

This is not a book on goal setting and achievement, but setting goals and believing that you can achieve your goals and taking action on your goals with passion is important in your efforts toward building your personal brand.

Decide What You Want

The first step in achieving any goal is deciding what you want. What are the outcomes that you want to achieve? If you don’t know what you want you will never achieve real success in any endeavor. You are the only person who can really decide what you want. If someone else decides your goals for you, you probably will not have enough passion and enthusiasm to achieve them.

We are only dealing with business goals here, however success with your business goals will affect your success with your personal goals. The trick is to make sure that your success in business affects your personal life in a positive way.

Types of Goals

There are many different types of goals, but here we are only going to look at 3 types of goals.

- Long Term Goals - For purposes of this eBook these are goals longer than 5 years
- Short Term Goals - Goals from Today - 5 years
- Action Goals - Involve action every day, including today toward achieving your goals.

Long Term Goals - This is where you see yourself in the distant future. In order to achieve long term success you need to have long term goals. This involves taking the time to write out what you want to achieve in your business or professional career. A wish is not a goal unless it is actually written down on paper or typed. An unwritten goal is just a dream not a goal.

You can rewrite these goals or change them anytime you like, but if you find yourself doing this frequently, you may want to consider setting a personal policy that you will not change your goals for the next 6 months unless extraordinary circumstances exist.

Examples of Long Term Goals are:

- To Own Your Own Advertising and Marketing Agency
- To be CEO of the Company You Work For
- To be your own boss
- Writing a trilogy of novels
- Etc.

Short Term Goals - These goals should be steps toward your Long Term Goals. You can accomplish a lot in the next 5 years. In order to do this you have to get started today.

Examples of Short Term Goals are:

- To Read 5 Books on marketing within the next 2 years
- To get promoted within the next year
- To save enough money (must decide how much) to open your own business within the next year
- Writing the first novel of the trilogy within the next 3 years
- Etc.

You may have noticed that these short-term goals involve the word within. The reason for this is that depending on your passion and the time you invest, achieving milestones toward your long term goals may come sooner than you planned. If that occurs, simply write even more short term goals toward achieving your long term goals and get to work on achieving those also.

Action Goals - This is the real meat and potatoes of goal setting and achievement. If you do not take action often toward achieving your goals, then you are just living randomly.

Examples of Action Goals are:

- To Read 10 pages on marketing everyday
- To be the first to arrive at work and the last to leave every day
- Saving 10% of your weekly salary toward opening your own business
- To write a minimum of 500 words of your novel daily
- Etc.

A journey of a 1000 miles begins withdeciding upon and achieving daily action steps and getting started.

Your Personal Branding Goals

As you move closer toward your business and personal goals you will be able to use personal branding techniques in order to describe what you have to offer to potential employers or clients.

As example, let's say that you are a business consultant and your goal is to get more clients as a business consultant. With every passing year you can use statements like the following to express your experience.

Michael T. Irvin
Business Consultant
Celebrating 20 years of Business Consulting

Or if you are an artist.....
Your Name
Portrait Artist
Award of Merit

The idea is to accumulate experience, education, awards, or recognition in your chosen career and express that in words so that potential employers or clients recognize your worth. In doing so, you want to stand out from the crowd. You will also gain momentum toward achieving your goals.

It is very motivating to see your name associated with your goals. And you have talent, if you don't publicize it others may never know about it and you may forget it. That would result in a loss of passion and momentum.

And don't worry about others who have equal talent also telling the world about their talent. First of all it is a big world. And secondly, most people know very little or nothing at all about personal branding. So you may have an advantage over people who have

equal or even greater talent than you by learning these personal branding techniques.

Write your goals down and have faith that you can achieve them. Make them big, bold, and barely achievable. You will be surprised at what you can achieve.

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Step 2 - Matching your personal brand with your goals

The purpose of this important step is to help you to match your personal brand with your goals as much as possible. This step is crucial in helping to propel you forward in achieving your personal, business, and professional goals.

Step 3 - Verbal Personal Branding - What to say and how to say it.

Being Prepared For The Conversation

Your Dinner Party Pitch

Your pitch is how you describe yourself and what you do. It must be precise, concise, and designed toward your target audience.

Normally, you will only have a few seconds to deliver this pitch. For this reason it is usually called an elevator pitch. Imagine yourself riding in an elevator 5 floors or less.

I don't like to think of this as an Elevator Pitch. The elevator pitch implies that you will not have more than a few seconds to speak. This is seldom the case. So, if your pitch is a good one, you had best be prepared to continue the conversation beyond just a few seconds.

Still practice as if you only have a few seconds to describe what you do for a living and what products or services you provide. To really show confidence and passion you have to practice. But after you have said the same thing enough times, you will be able to deliver your pitch better and better.

Targeting your pitch to your audience - If you have multiple talents and or expertise, you will want to target your pitch to different audiences.

For example, an artist who paints landscapes as well as portraits, would need to emphasize portrait painting if he or she is trying to sell his or her portrait painting services. This pitch would change depending on which talent the artist was trying to sell at that given moment.

Sometimes I emphasize my nursing skills and say, “I’ve been a nurse for 23 years.”

Other times I emphasize my general healthcare experience: “I’ve been working in healthcare for more than 25 years.”

I could emphasize any of a number of experiences, skills and talents: Entrepreneur who has owned several profitable businesses.

Webmaster and SEO Expert
Business Consultant
Healthcare Management
Marketing Expert
Business Development Expert

You get the picture. Emphasize one of your talents, skills, or expertise in a precise and concise manner. Vagueness will not really help as much when making your elevator pitch as a targeted message.

Obviously, the goal is to build relationships and maybe even continue the conversation beyond a few seconds. Remember, most of the time you will not be riding in an elevator when you make your elevator pitch. You may actually be on an interview with a potential employer or client.

Be prepared to continue talking beyond the few seconds that it takes to deliver your elevator pitch. The better your pitch and the closer your talents, skills, products, and services fit your potential employer or client’s needs, the probability that the conversation will continue.

Public Speaking

Part of getting the word out about you, your products and services may involve public speaking. The good news is that the more times you speak about the same product or service the easier it will get.

People often confuse this type of public speaking with being in front of an audience with nothing to say. Most of us know how that feels. It can be stressful for some people. The way to get over this is to practice your speech and to use props when available.

These props could be handouts of any kind which describe your product or service. You can simply ask the audience to follow along with you as you describe from your notes what you, your products, or your services have to offer to the client or potential employer.

If you are in a large group, you will probably notice that the whole audience is no longer staring at you after you pass around these handouts. It takes the attention off of you and puts it on the product or service you offer. However, do not read word for word from your handout. This tends to make speakers even more nervous.

Another great tool to use is a PowerPoint presentation. This serves the same purpose as your handouts and can be used alone or in conjunction with handouts.

Make sure you put your logo, contact information, and at least a brief description of your products that you offer in all of your original information that you handout and throughout your PowerPoint presentation.

Using a PowerPoint presentation tends to help a lot of people when speaking in that if it is put together correctly, it guides the speaker in what to say next, usually the lights in the room are dim, and the attention of the audience is directed toward the screen. Therefore

most speakers will feel less nervous making presentations while using PowerPoint.

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Step 4 - Written Personal Branding - What to write and how to write it.

Using Email in Personal Banding

Resumes

Examples: michaelirvin.net

developuniversity.com

Blog - your own blog - this is optional and can be time consuming, but it's usually worth the time it takes to maintain. You can use Blogger.com or any other free or paid service in order to make a your own blog fairly easily.

Ask questions with your blog posts. Defer to experts. Learn from the conversation.

Don't delete critical blog comments. Delete only spam, abrasive language posts, and offensive material. Have a blog comments policy handy, if you get into the deleting mode.

Thank people often for their time and attention.

Treat your community like gold. Never subject them to a third party of any kind without their consent.

Multiple phone lines - I use Vonage for business phone lines. I also have a company cell phone as well as personal cell phone. I give out the numbers as I feel are needed in order to stay connected.

I can check my Vonage messages from anywhere in the world using my cell phone.

I usually use a headset when driving to take advantage of downtime and catch up on telephone calls. Obviously, different locations have different laws concerning talking on the telephone while driving.

Texting - It is okay to text a potential employer or client back only after they have texted you first. Do not be a text pest. Never text while driving.

Voicemail - this is a must. Many people will not leave a voicemail message so, you may lose potential customers if you do not have someone to answer live calls. But if you cannot answer all your calls or if you choose not to, make sure you have a voicemail box set up with a courteous message that asks the caller to leave a message and/or email you.

Example: "Hello, this is Michael, sorry I missed your call. Please leave me a detailed message along with your phone number and I will call you back soon. You can also email me at michael@michaelirvin.net"

Personal cards - These are not used as much in the US as they are in Europe. They may be useful to make new connections and stay in touch.

Business cards - Business cards are still very important even with today's technology. I do not keep business cards when I receive them. I take them back to the office, log the address and contact info in my email, I usually send a short email to the person saying

that it was a pleasure to meet him or her, and then I throw the card away.

For my own business cards, I make sure I use both sides of the card. The back side can be used for a small advertisement, slogan, or for other info such as your personal email address if you choose to give it out. I try to make the writing on the back at least twice as big as the writing on the front. I have even used a stamp to stamp my personal email on the back of 10 or so business cards at a time. I reserve these for certain people or accounts.

Printed on the front side of your business card should be your name and title and/or a brief description of what you do as a profession, your logo (if you have one), the best phone number to reach you, your email address, your cell phone number,

Instant messaging - This is not something I do often but when I do I use Facebook or Skype.

Skype - Skype allows you to do business to get to know people all over the world a very little cost or free. I have had a Skype account for years and recommend that anybody interested in building a personal brand get one of their own.

Twitter - Twitter not only allows you to tell your followers when you have done something fantastic in your industry or profession, it also allows you to send out links to your websites, blogs, and other information which can increase your brand awareness.

Photos - the days of sending a photo with your resume are gone. But almost every potential employer, client, and employee has a photo posted somewhere on the internet. Make sure yours are complementary of you and in line with your brand image.

Resume and Cover Sheet - You should tailor your resume to the job you want. This does not mean that you should lie or fabricate your work experience. What it means is that in order to get the attention of a potential employer you must make sure that you emphasize the parts of your work experience that they are interested in while still telling the truth.

Choose the right title to save time and money

Follow up with emails and cards.

Ask questions about others, where are they from, etc. be polite.

Seek friendships and the business will come

Make good eye contact

Do research on Google® before an interview or scheduled sales pitch

Don't brag, explain

Do great work and others will notice

Many employers use computer filters to weed out resumes that do not contain certain key words or phrases. You will want to include the key words or phrases to fit your potential position. One way of doing this is if you are responding to an ad, is to make sure you have the key words from the ad within your resume.

Making yourself memorable

You can send a cover sheet if mailing or faxing your resume to potential employer. If you are emailing it, you can just type a brief email to the potential employer unless instructed otherwise.

References - While sending your resume and cover letter, you can also send a list of references to your potential employer. Make sure each recommendation has an accurate contact telephone number and email address. Three solid recommendations should be sufficient.

Testimonials - Adding testimonials of past and present customers recommending you work, your services, and/or your products will greatly increase your potential of gaining new clients. These testimonials can be placed on your website, social pages, and blog.

Microsoft Office Outlook is a great program to keep up with contacts. It can also be used to forward all of your email to the same email address.

Email Signature - most email systems have a way of allowing you to put a signature at the bottom of your email. This is essential and should be done even if you don't work for a company. I would do it no matter what I did for a living.

Example:

Michael Irvin, RN, BA
Business Development Specialist
Marketing Expert
Healthcare Professional
michael@michaelirvin.net
(347) 912-0836

This separates you from the crowd. This can be tailored to emphasize certain skills. If you have more than one skill set or profession that you are actively doing, you may want to have a separate email and email signature for each.

Example:

Michael Irvin
Webmaster
Internet Marketing Expert
michael@michaelirvin.net
(347) 912-0836

Narrow your signature

Your Personal Branding Handle - (different name)

Social circles

Success By Association

Example of real estate salesperson - almost everybody who has purchased a home can recommend one.

Listening to others in your area of expertise. Learn from them.

Networking - involves getting to know others who can potentially help you sell your goods or service. It also involves you helping others to make connections with people who might need their goods or services or help you to get a particular job.

These connections are based on the trust that the referrer is recommending someone who is qualified, will do a good job and is trustworthy. For example, we usually trust that if a plumber did a

good job for one of our friends and that friend recommends the plumber that he or she is going to do a good job for us also.

We have all heard the saying “it is not what you know,” it is who you know. This is only partially true. Both who you know and what you know will help you in building and marketing your personal brand. To increase your network connections, build as many friendships and business relationships as possible within your industry or profession.

Networking Events - I usually take advantage of the opportunity to go to seminars, training, and other networking events. These are invaluable in making business and professional connections even if they sometimes cost a lot to attend. I get referrals from these connections, but right now I have more than enough marketing, copywriting and consulting clients. Usually I try to help potential clients by making recommendations to others with similar skills and talents that I have. Even if the client cannot have me do their work due to my busy schedule, they may be satisfied with the fact that I make the effort to help them find someone who can.

Some clients would rather wait for me to become available regardless of the fact that I charge more than many of my competitors. Networking has helped build this type of trust.

Always be on the lookout for ways to network, but don't be an obnoxious ambulance chaser.

Focus your branding efforts

Check out your “competition”

Invest in good business cards, good business suits, a nice watch and nice but comfortable shoes

Show confidence

Step 5 - Physical Appearances and Personal Branding

Physical Appearance

How You Dress

Logos

Uniforms

Perceptions are reality

How You Dress

Make A Bold Statement

Dressing For Interviews

Dressing For Work

Step 6 - Networking

Networking Groups and Opportunities

Use Both Sides Of Your Business Card

Master Mentor Group

Apprenticeships

Intern

Staying Connected

Step 7 - Using Social Media in Personal Branding

Staying Connected

In order to have a brand presence you have to stay connected to the rest of the world. Below are some of the ways you can stay connected with a brief description.

Facebook Account - Facebook accounts can be a fun way to stay connected with friends and family. But you have to be careful about the photos you post when in using a Facebook account to build your brand. You can also use it for business.

Get your online and social website accounts in line with your personal brand

LinkedIn Account - LinkedIn is targeted toward making new connections for business and work. It can be a good way to post a photo of yourself along with your work experiences. There is a free plan and a paid plan.

Hotmail/Gmail Account - I have had multiple Hotmail accounts for many years because Hotmail and Gmail are free, convenient and have never let me down. Either can be used as a business email account, a personal email account, or both. However, most potential clients expect you to have a business related email account, such as michael@developuniversity.com as well to show a more professional appearance.

Website - Your own website - If you own your own business this is a must in today's economy. You can also have your own website just to help increase your brand awareness. Of course you can make

your own websites like I do or hire someone else to do it. Buy your name as a domain name

Make sure your domain name is appropriate and easy to remember

Have an about page about you

Use SEO to make sure you are found in the internet

Paid ads vs free SEO

Myspace

Aweber

Youtube videos with URL links

Ezines

Monster.com

Career Builder

CL

Other Tips

Positive Progress

.

Positivity Is Contagious

We've all heard the old saying that "misery likes company." It has been my experience that for the most part this is not true. In fact, I believe that even negative people don't like to be around other negative people.

So why do negative people seem to run in packs? The reason is that negativity is contagious. If you want a positive personal brand you

have to be aware negative people, negative thoughts and negative activities and stay away from them as much as possible.

The good news is that positivity is also contagious. Stay positive and you will achieve your goals quicker. Stay positive and people will want to be around you. Stay positive and you will have a positive personal brand because other people's image of you will be positive.

Positivity is contagious, but don't waste your time trying to make others positive. Either your positivity will rub off on them or it will not. Either way you have goals to achieve, work to do, and a life to live. You are not obligated to try to make others positive. And besides if you are negative people long enough time you may start to become negative and lose faith in your own goals.

Building A Positive Image - Let people know that you are a happy and positive person full of energy and ready to perform the tasks given to you and achieve goals that you have chosen for yourself in on time and without complaint.

You don't have to be a Pollyanna, but being positive and having a positive personal brand will make you more marketable and may save 1000s of hours and dollars in marketing your products or services.

Adversity:

Thulsa Doom says, "Who is your father if it is not me? Who gave you the will to live? I am the wellspring from which you flow."

RSS

Bonus

A Copy Of “Personal Branding Checklist”

From:

The Little Black Book Of Personal Branding

By: Michael Irvin

**Tips To Creating A Powerful and Profitable Public
Image**

By: Michael T. Irvin

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This Checklist Has Gone Viral. Share it with your friends.

Preface

"This personal branding checklist is **not about being perfect**. It is about how to present yourself to potential clients and employers in the best way possible that **makes them want to hire you** and buy your products and services."

This Free Personal Branding Checklist has gone viral
because people want to share this valuable information
with their friends and co-workers.

Henry David Thoreau said,

"Most men lead lives of quiet desperation and go to the
grave with the song still in them."

The quote above was written by Thoreau in the 1800's,
yet it is still true today. Most men and women will go

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through life wishing that they were doing something differently, but will continue along the same path until it is too late.

If that seems depressing to you, then consider this. You have the ability to change your life starting right now. You can't do it all in one day, but you can do it. That is the reason I took the time to write this short Personal Branding Checklist. I want to help others grow in their given field. In order to do this you must get recognized.

However, even though I am giving this information away freely, most people will not study the material and put it into practice. Most people will not seek out new ways of to increase their public image and recognition. If this seems like a negative point of view, then you have the ability to prove me wrong starting right now.

Introduction

I meet people all the time, both young and old, who haven't learned the importance of personal branding. Many

of them look at me funny when I mention the topic. So, just to make it easy to understand, think about some of the company brands that you encounter everyday like McDonalds®, Coca-Cola®, and Pepsi®.

Now think about persons with personal brands. These include Donald Trump, Michael Jackson (his brand lives on), Madonna, and many others.

These are household names. The branding of each has led you and me to instantly recognize what each of these names stand for. While we all need personal branding, not many of us will ever need this type of personal branding. We simply will never become that well known. And most of us do not want or need personal branding to the extreme that these companies and businesses have accomplished.

Most of us don't need fame, but we all need personal branding. Everybody can benefit from it. No matter what our position or station in life, personal branding is important. And personal branding on a scale that is really valuable, practicable, realistic, and usable is not hard to accomplish. You just need to know some easy to use techniques and secrets.

My goal in writing this checklist or very short book is to help you to learn these valuable personal branding skills. You may share this eBook with everybody you think could benefit from it. If you are wondering who can benefit from personal branding, see the paragraph above. Hint – Everybody.

"Good luck with every good thing that you set out to do or accomplish!"

Contents

Introductions

1- Your Goals - Planning For Brand Building Success

- Long Term
- Short-Term
- Action Goals
- Personal Goals
- Your Personal Branding Goals
- PLACE© – Planned Law Of Averages, Contacts, and Efforts
- Take Action
- Mission Statements, Affirmations And Mantras

2- Make Positive Progress

- Positivity Is Contagious
- Build A Positive Image

3- Your Pitch

- Practice Your Pitch

- Deliver Your Pitch in 10 Seconds
- Make Your Elevator Pitch
- Make Your Dinner Party Pitch
- Learn To Be A Great Public Speaker
- Take Along A Wing Man or Wing Woman
- Use Distractions and Props When Speaking Like a Magician
- Dim The Lights Use PowerPoint

4 - Networking

- Stay Connected To Old Friends and New Acquaintances
- Have Your Own Blog / Website / MySpace, or other online presence
- Get To Know Achievers in Your Field
- Networking Groups and Opportunities

5 - Learn The Rules Of Emailing Etiquette

- Ms. And Mr.
- Give Out Your Business Email Address
- Share Your Personal Email Address With Select People
- Categorize Your Contacts
- Virtual Rolodex – Keeping Up With Contacts
- Your Email Signature
- PS

6 - Business Cards and When To Use Them

- Give Them A Business Card
- Give Them A Personal Card
- Use Both Sides Of Your Business Card

7 - Learn From The Masters

- Read Everything You Can About Your Field
- Read and Study All About Personal Branding
- Read and Study All About Business Branding
- Gather Your Master Mentor Group
- Add Some Dead Masters
- Add Living Idols
- Use Real People When Available

8 - Market Your Brand

- Make A Bold Statement – But Not Too Bold
- Don't Be Flamboyant Unless That Is Your Field
- Make Your Mark Memorable
- Business Logos
- Personal Logos
- Tags Pseudonyms And Alias's Samuel Langhorne Clemens - "Mark Twain"
- Get The Word Out About You
- Buying Google Ad Space
- Responding To Craigslist Ads
- Newspaper and Magazine Space Ads

9 - Dress For Success

- Dressing Like The Winner You Are
- Dress Sharp For Interviews
- Dress Like The Crowd At Work - This is not the place for trend setting

10 - Final Tips and Techniques

- Do Favors Without Expecting Anything In Return – You will Get More Than If You Asked
- Keep Promises
- Using Facebook To Increase Business
- Writing and Sending Your Resume

Definitions

1- Your Goals - Planning For Brand Building Success

- Long Term Goals – Set Goals For 1-5 Years. Longer is a Dream.
- Short-Term Goals – Goals for 1yr or less Which are steps to LTG.
- Action Goals – Action Goals for achieving STG
- Personal Goals – Separate but connected to business or professional goals above.
- Your Personal Branding Goals – How to connect your personal brand with your LTG, STG, and AG
- PLACE – Planned Law Of Averages, Contacts, and Effects© – Outcomes that you cause to happen either by being in the right place or by repetition. This is how you “control luck.”
- Take Action – Without action nothing happens.
- Inertia vs. Positive Movement – A body at rest vs. positive motion toward goal achievement.
- Mission Statements, Affirmations And Mantras – ways of defining and exploring what you really want in life

2- Make Positive Progress

- Positivity Is Contagious – Spread positivity to have a positive work environment.
- Build A Positive Image – Have others think of you in a positive way.

- Build on each positive step – Make sure your positive steps are larger than negative setbacks.
- Not a Pollyanna approach - This is not false positivity.

3- Your Pitch

- Practice Your Pitch – Practice pitch daily.
- Deliver Your Pitch in 10 Seconds – Give yourself 10 seconds to deliver your pitch.
- Make Your Elevator Pitch – Pretend you meet someone in an elevator and explain what you do in the time it takes to go up 5 floors.
- Make Your Dinner Party Pitch – Extended explanation of what you do and why it matters.
- Learn To Be A Great Public Speaker – Practice even if you never make a speech.
- Take Along A Wing Man or Wing Woman - Make public speaking easier by taking along a partner or friend.
- Use Distractions and Props When Speaking like a Magician – Handouts, flyers, and pamphlets will take the audience's attention off of you and may decrease any anxiety you may have.
- Dim The Lights and Use PowerPoint – You may feel more comfortable making a speech with the lights dimmed.

4 - Networking

- Stay Connected To Old Friends and New Acquaintances – Use Facebook, email, LinkedIn and MySpace to stay connected.
- Have Your Own Blog / Website / MySpace, or other online presence.
- Get To Know Achievers in Your Field

- Networking Groups and Opportunities
- Always Follow up with an email - when you meet a new acquaintance follow up with an email within 1-3 days.

5 - Learn The Rules Of Emailing Etiquette

- Ms. And Mr. – Use salutations when getting to know someone or unless you are told to use his or her first name.
- Give Out Your Business Email Address – If you have a business email address, put it on the front of your business cards.
- Share Your Personal Email With Select People – Either write or stamp your personal email address on the back of about 10 business cards to carry with you separately from your regular business cards.
- Categorize Your Contacts – Some contacts are potentially more important to your career than others. Don't lump them all together.
- Virtual Rolodex – Keeping Up With Contacts – In the old days people would leave their Rolodex behind at an old job for the next person to use. Now you can leave your contact list behind and still keep a virtual list of your contacts.
- Your Email Signature – Using an email signature tells contacts who you are, what you do, what your title is, your email address, and phone numbers. This one step can change how people perceive you instantly.
- PS – This part of the letter or email will be read if nothing else is read. Knowing how to write great PS's is more important than knowing how to write great letters and emails.

6 - Business Cards and When To Use Them

- Give Them A Business Card – If you own your own business or work for someone else give them your business card. If you are

applying for a new job a business card from your old position goes a long way toward building up your credibility.

- Give Then A Personal Card – Personal cards are used more in Europe than in the US. However, if you want to make a lasting impression, you may want to consider using them.
- Use Both Sides Of Your Business Card – Could you imagine a newspaper or a page in a magazine with print on just one side? Use the back of your business card to add information. If you own your own company, add a list of the services and products that your company offers. If using a personal card you might want to add a mini resume to the back of your card. Don't waste valuable print space.

7 - Learn From The Masters

- Read Everything You Can About Your Field – Be a student for life in your field of interest and any field that you want to branch out into.
- Read and Study All About Personal Branding – The more you know about how to make a great impression and better your personal image, the better.
- Read and Study All About Business Branding – If you have a business, how you position and brand your business is vitally important to your financial future.
- Gather Your Master Mentor Group – We all need advice, find mentors to give you advice. Read books from the masters in your fields of interest.
- Add Some Masters From History – Get quotes from Winston Churchill and others who have achieved great success. Put these quotes where you have to read them frequently. Tape a copy your computer or key board.
- Add Living Idols – Even if you don't know greatly success people, you still can imagine what advice they would give you in the different circumstances that you encounter.

- Ask Real People When Available – When possible, ask retired or actively working professionals for advice.

8 - Market Your Brand

- Make A Bold Statement – But Not Too Bold, unless you are a comedian, you want to be taken seriously.
- Don't Be Flamboyant Unless That Is Your Field – If you are a clown and only if you are a clown, is it okay to dress like a clown.
- Make Your Mark Memorable – Make sure that almost everything you do, write, or say supports other people's perceptions of who you are.
- Business Logos – If your product is great, they will remember your logo. But no logo can change a bad product into a great product.
- Personal Logos – Not frequently used or necessary. That does not mean you cannot start a trend.
- Tags Pseudonyms And Alias's - Samuel Langhorne Clemens - "Mark Twain"
- Get The Word Out About You – Use every avenue possible to get the word out about you and your products or services.
- Buying Google Ad Space – Can be worth the cost of the ad if you know how to buy the ad and market the product or service.
- Responding To Craigslist Ads – There are a lot of scams on CL, but also some good opportunities.
- Newspaper and Magazine Space Ads – These can be very profitable if you know how to buy the ad space and market your products or services properly.

9 - Dress For Success

- Dressing Like The Winner You Are – People will judge you by how you dress.
- Dress Sharp For Interviews – Dress as sharp as possible for job interviews. It is difficult if not impossible to overdress professionally for these.
- Dress Like The Crowd At Work - This is not the place for trend setting.

10 - Final Tips and Techniques

- Do Favors Without Expecting Anything In Return – You will Get More Than If You Asked
- Keep Promises – Always make sincere promises and keep them.
- Using Facebook To Increase Business – Concentrate on making a good professional impression.
- Writing and Sending Your Resume – keywords are very important when sending out resumes.

Real Life Examples

“How To Build Your Own Personal Brand” – 7 Steps To Creating A Powerful and Profitable Public Image

by: Michael Irvin © 2012 Sample Copy

DevelopUniversity.com

1- Your Goals - Planning For Brand Building Success

- Long Term –

Example:

To be Director of Marketing within 5 years. To own your own business within 3 years, etc.

- Short-Term –

Example:

To get a marketing associate job within 1 year. To save 10% of the money to open your own business within 1 year, etc.

- Action Goals –

Example:

To read 5 books on marketing in 1 year. To save 10% of your salary weekly, etc.

- Personal Goals –

Example:

To learn French, Travel to Spain, etc.

- Your Personal Branding Goals – Connecting with others in your field and letting them know what you do.
- PLACE – Planned Law Of Averages, Contacts, and Effects® – Outcomes that you cause to happen either by being in the right place or by repetition. This is how you “control luck.”

Example:

Making sure you go to places where you will meet the type of people who will help you complete your goals.

- Take Action – You must take action in order to make things happen. Some things will happen without **you** taking action. But you will exponentially increase your odds for success by taking action toward your goals.

- Mission Statements, Affirmations And Mantras – write out what you stand for.

Example: I am a man motivated by achievement, while I don't run from a challenge; I would rather take the path of higher success without excess drama or chaos.

2- Make Positive Progress

- Positivity Is Contagious – When you smile at others, they probably will smile back at you.
- Build A Positive Image – Make sure that for the most part, you are seen as a positive person.

3- Your Pitch

- Practice Your Pitch –

Example:

"Hi, I'm Michael Irvin, I am a marketing expert, specializing in healthcare, fire protection, and direct marketing."

- Deliver Your Pitch in 10 Seconds –

Example:

"Hi, I'm Michael Irvin, I am a marketing and management expert, specializing in healthcare, fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%."

- Make Your Elevator Pitch –

Example:

"Hi, I'm Michael Irvin, I am a marketing and management expert, specializing in healthcare, fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%. Sounds impossible I know, but it is easier if you know what you are doing."

- Make Your Dinner Party Pitch –

Example:

“Hi, I’m Michael Irvin, I am a marketing and management expert, specializing in healthcare, fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%. Sounds impossible I know, but it is easy if you know what you are doing.

I achieved growth of 100% for 10 years in a row. I know that is incredible, but it has a lot to do with knowing your target audience as well as knowing how to get employees to cheerfully give your company their very best work effort. You also have to know how to motivate employees and allow them to come up with creative ideas on how to achieve success for your business.”

- Learn To Be A Great Public Speaker – Public speaking is necessary if you want to achieve high success.
- Take Along A Wing Man or Wing Woman – bringing along another person can take some of the pressure off of you.
- Use Distractions and Props When Speaking Like a Magician – Handouts can serve as a marketing tool and a distraction.
- Dim The Lights and Use PowerPoint – It is a lot easier to talk when the lights are dimmed.

4- Networking

- Stay Connected To Old Friends and New Acquaintances – Call old business acquaintances that you know to be successful and goal oriented and see how they are doing with their careers.
- Have Your Own Blog / Website / MySpace, or other online presence – example <http://www.michaelirvin.net> or <http://www.developuniversity.com> or <http://www.fescousa.com> or <http://www.hoodmaster.net>

- Get to Know Achievers in Your Field – Birds of a feather hang together as they say. If you want to be like them, get to know them.
- Networking Groups and Opportunities – you can find plenty of networking opportunities in trade journals and even local and national newspapers.

5 - Learn The Rules Of Emailing Etiquette

- Ms. And Mr. –

Example:

Dear Mr. Michael Irvin,

- Give Out Your Business Email Address Example:

mti@developuniversity.com

info@fescousa.com

info@hoodmaster.com

- Share Your Personal Email With Select People

Example:

michael@michaelirvin.net

- Categorize Your Contacts – Keep similar contacts together.

Example:

I put all fire protection contacts separate from my healthcare contacts.

- Virtual Rolodex – Keeping Up With Contacts – it is easier than ever to keep up with contacts, but be sure to back up all contacts.

- Your Email Signature – I like to use a long signature that tells a lot about what I do.

Example:

Michael Irvin, RN, BA

Marketing Expert

Healthcare Professional

Fire Protection Consultant

Business Development Consultant

michael@michaelirvin.net

www.michaelirvin.net

Se Habla Español

(555) 555-5555

- **Email Responder – Example:**

Hi. Thanks for the email. I am away from my desk, but your email is important to me. I will email you soon.

I am proudly celebrating my 23rd year as a bilingual RN and Business Management and Marketing Professional.

Healthcare Specialist and Fire Protection Consultant

Best Regards,

Michael Irvin, RN, BA

Marketing Expert

Healthcare Professional

Fire Protection Consultant

Business Development Consultant

“How To Build Your Own Personal Brand” – 7 Steps To Creating A Powerful and Profitable Public Image

by: Michael Irvin © 2012 Sample Copy

DevelopUniversity.com

Michael@michaelirvin.net

www.michaelirvin.net

Se Habla Español

(555) 555-5555

- PS –
Example:

PS Don't forget to read my eBooks
"The Little Black Book Of Personal Branding"

and

"How To Build Your Own Personal Brand"
Available at www.michaelirvin.net or www.developuniversity.com

6 - Business Cards and When To Use Them

- Give Them A Business Card – must have certain information on your business card in order for it to be most effective.

Example 1:

Michael Irvin
CEO
Marketing and Business Expert
Develop University
www.developuniversity.com
mti@developuniversity.com

Phone: (555) 555-5555

Since above is an online business, the business address is not included.

Example 2:

Michael Irvin
VP of Marketing
FESCO
Fire Equipment Service Company, LLC.
www.fescousa.com
info@fescousa.com

Phone: (205) 588-0800
Business Address

- Give Then A Personal Card

Michael Irvin
Entrepreneur

(you may add other info like Webmaster, Marketing Expert, Copywriter, etc. to let others know your skills.)

www.michaelirvin.net

michael@michaelirvin.net

Phone: (555) 555-5555

Business Address

- Business Address – Not all businesses need a business address. For example: On my website for Develop University, I do not list a mailing address or a physical address since this is an internet based business. I do however give out the address for billing and other contact information to customers once a business relationship has been established.
- Use Both Sides Of Your Business Card - You can use the back of your business card as a mini bill board or to list your services, ads, or for many other reasons to increase business and improve your personal brand.

7 - Learn From The Masters

- Read Everything You Can About Your Field

Example:

I have always been a strong believer that in order to learn we must read. So, every year I read every business book that I can get my hands on. In the last several years I have read literally hundreds of books on advertising, positioning, copywriting, direct mail, healthcare, business management, marketing, sales and many other topics.

- Read and Study All About Personal Branding

Although Personal Branding has been around for thousands of years, there has been very little written on the subject. Being a voracious reader I been studying Personal Branding for over 20 years and being a prolific writer I have written several articles, and books on the subject. It is important to learn all that you can on the subject if you want to make significant advances in your career or profession.

- Read and Study All About Business Branding

I have also studied Business Branding for more than 20 years. If you own a business, it important to learn the concepts of Business Branding and Positioning.

- Gather Your Master Mentor Group

Example:

I have always known a select group of people that I can rely on and ask questions and seek advice in a number of subjects. These people are experts in various fields and in life. Since nobody can know everything about every subject, it is important to seek advice a Master Mentor Group.

- Add Some Dead Masters

I rely on "advice" from Dead Masters by reading their biographies and how they handled different situations. For example, when things get rough and I want to give up, I can almost hear Churchill saying, "Never give in--never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy."

Churchill is just one of the people on my Master Mentor Group.

- Add Living Idols

Similar to the example above, you can also add your living idols to your Master Mentor Group even if you don't know the person you have chosen. You do this by asking yourself, "What would do in this situation?"

- Use Real People When Available

Of course, when possible, I use real, living people as part of my Master Mentor Group. And I seek advice from experts when possible. Caution – Do not ask advice everyone you know. Some advice may hold you back from achieving your goals.

8 - Market Your Brand

- Make A Bold Statement – But Not Too Bold

There is always a fine line between standing out from the crowd and being arrogant and obnoxious. Being humble can also be part of personal branding for some people in some professions. By examining your particular goals and matching your personal branding to those goals you can achieve success.

- Don't Be Flamboyant Unless That Is Your Field

Being flamboyant may sometimes be important in some industries such as fashion, music and in being an artist. That is okay. I applaud those people who know how to make their personal brand work for them.

But, don't be flamboyant if that is not appropriate in your field.

- Make Your Mark Memorable

You have to make your mark memorable in order for others to remember it. Hopefully, you will do this in a positive way that makes your personal branding pay off.

- Business Logos

A business logo is always important if you have a business. This is true not because anybody will remember your business logo. They may or they may not. But people do expect to see a logo and without it your business may not appear as real and legitimate.

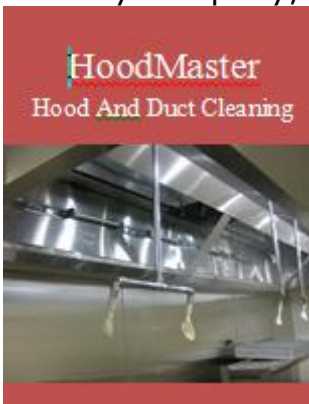
One of my business logos for one of my fire protection companies is below:



Until you decide on a particular logo, you can always use a banner as a temporary logo like I did for my consulting, training, and marketing and business development company, Develop University. The simple logo worked so well that I decided to stick with it.

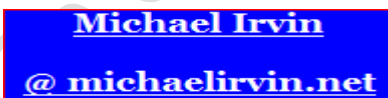
Develop University

Or you can take a picture and develop this into a logo like I did with my company, HoodMaster.



- Personal Logos

Example:



I personally do not have a personal logo at this time.

Develop University

- Tags Pseudonyms And Alias's

Example:

Samuel Langhorne Clemens - "Mark Twain"

The use of a personal handle, a pseudonym or an alias may help you get over obstacles associated with being thought of by yourself and others in a certain way. If having a personal handle helps you achieve your worthwhile goals, then by all means adopt and use one.

- Get The Word Out About You – There are plenty of social media groups, blogs, groups that meet for events, and other avenues out there. Get out and meet people and use the internet to get the word out about you, your skills, and your desire and needs to a certain extent.
- Buying Google Ad Space – I have personally purchased Google Ad Space for my businesses. They have paid off in big ways at times. I also rely on SEO in order to get business from my internet sites.
- Responding To Craigslist Ads – My rule of thumb opinion regarding CL ads is that people should not respond to any ad that charges money in order to help them get a job. There may be some exceptions to this, but I don't know of any.
- Newspaper and Magazine Space Ads – Make sure you are selling, buying, or responding to something is legitimate. Remember – There is no such thing as a free lunch. And if it sounds too good to be true, it probably is.

9 - Dress For Success

- Dressing Like The Winner You Are – What you wear says a lot about you. Wear suits when appropriate.

Example:

I wear a suit to work every day, but I wear khakis or shorts when appropriate like when I am playing golf.

- Dress Sharp For Interviews - Wear a suit to interviews. Make sure your shoes are clean and shiny if they are supposed to be.

- Dress Like The Crowd At Work This is not the place for trend setting – if everybody in your office wears a suit, then join the crowd and wear a suit. If everybody in your office dresses more casually, then by all means dress like the crowd.

10 - Final Tips and Techniques

- Do Favors Without Expecting Anything In Return – You will Get More Than If You Asked. Help build other people's careers, give solid advice when you are asked by friends and co-workers, go the extra mile to help others in need only if they are willing to help themselves also.

- Keep Promises

Be careful about making promises because you should honor them. Don't let this keep you from making promises, just learn to think ahead about: why you are making the promise, who you are making the promise to, what is the cost in time and money in following through with your promises, what will be the downside of following through with promises. This just a partial list.

- Using Facebook To Increase Business

Facebook can be used to increase business; however, you have to be subtle in your approach to soliciting from friends and relatives. You do not want to come across as pushy, but if you have a decent product or service, there is no reason not to share that information with Facebook followers if this is done correctly.

- Writing and Sending Your Resume

When you write your resume you should start out by writing – "This is a story about your name here" then continue writing all of your education, work experience, good characteristics, and accomplishments that you can think of. When you finish writing every good thing you can think of in this short story about yourself, go through and highlight the good stuff that is pertinent to the particular job or position that you are looking for. This highlighted information will now be the basis for writing your

resume. Erase the unnecessary words such as "This is a story about.. and etc."

Do not use a shotgun approach when you send your resume and cover letter to potential employers, try to match your resume to the particular employer that you want to work for.

You can learn more on how to write and send resumes as well as many other details of personal brand building and management in the full version of this eBooks and in my other ebooks on personal branding.

Final Comment

DO NOT Automatically Accept No As An Answer. Keep trying, change your strategy, go around, over, or through obstacles when you have a legitimate goal to achieve and do not give up on your dreams and aspirations.

- Good Luck in Every Good Thing That You Do!

PS "How To Become An Expert At Anything"

Let me start out by saying that nobody can become an expert at everything, but almost anybody can become an expert at something or even multiple things.

For example: When I started out in business I was literally 9 years old. I worked for a man who sold pottery. I made the pottery and helped the man sell it. Now you may be thinking that this had to be small pottery if a 9 year old was making it. Think again. This was large bird baths and other "Mexican pottery imported from Mexico."

In reality, I would come in every Saturday morning at 6 a.m. and start taking apart large pottery molds that were located in a little shop behind Leo's store. I would then put all the nuts and bolts in a shallow tin container (an old hubcap) full of burnt motor oil. I went through and systematically took each mold apart taking the dried concrete

pottery out of each mold and setting them aside. I then gently cleaned all the molds with a hand scraper.

After all was cleaned, I would start mixing the concrete to pour new molds. I had to carry heavy five gallon buckets of sand and gravel into the wooden, tin roofed shed behind the store and place them on the on the dirt floor. I would then mix the water, cement mix, concrete, and sand to the perfect consistency to make the "imported Mexican pottery."

I would cover the insides each mold with burnt motor oil then reassemble each one by one. Then I poured each mold full of concrete to dry for a week. I would repeat the same process the following weekend.

I then carried the pottery (sometimes this involved rolling it on its base) to an area surrounded by a chain-link fence that was located beside the small store.

When I finished making the pottery, I would fire up a large riding lawn mower and cut the grass on Leo's three acre trailer lot (it seemed like 30 acres at the time). I then took a small lawn mower and cut around the hedges and shrubs.

When I was finished cutting the grass, I drained the motor oil in the riding lawn mower and replaced it with new motor oil. I saved the old barely burnt motor oil to use to make pottery for the following weekend.

The rest of the work day and all day every Sunday, I worked in the small convenience store selling everything from soda pop to "my" pottery. It was hard work and I loved it.

What does this story have to do with becoming an expert? Well because of this experience I started my first business at 11 years old, (selling mail order metal Social Security Cards). And because of this experience, I was able to see how a small business functions and that it takes hard work to keep them going and make a profit.

Experience both good and bad is the key to becoming an expert.

When I started learning Spanish, I believe my experience with learning math help. I had tutored math and science from the 5th grade through

college. So, when I started studying Spanish, I knew that perseverance, practice and experience was the key to learning. The same holds true for my becoming an expert in business and marketing. I have owned several businesses including two major franchises. I have built several other businesses from the ground up. Some of the earlier businesses didn't produce the results that I wanted them to, but I learned from my mistakes.

The same holds true for becoming an expert in healthcare, internet marketing, direct marketing, business development and consulting, This didn't happen overnight, but it did happen.

How do you become an expert? The answer is that in order to become an expert at anything, you have to spend countless hours studying, working, and getting experience in a particular subject. If you are like me, you will find that you will become an expert in multiple subjects or things when you become an expert in one.