

DENISE
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**INTEGRATED MANAGEMENT
& SALES CONSULTING**



Denise Horan

presents

“Marketing Yourself”
Your Personal Brand



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“Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.”

~ Jay Danzie

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Program Overview - Marketing You!

- Assessing yourself
- Your resume
- Portraying your “brand”
- Finding opportunities
- Networking
- Promotion
- Differentiation

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Your Personal “Brand”

Assessing Yourself

Who are you and what do you do best?

- Consultant
- Educator
- Communicator
- Connector
- Deal maker
- Revenue generator

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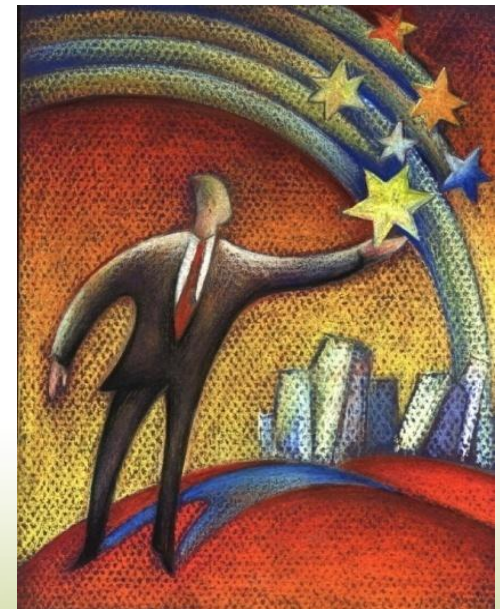
Your Personal “Brand”

Your personal profile:

- Your strengths
- Your education and background
- Your specialties
- Your experience

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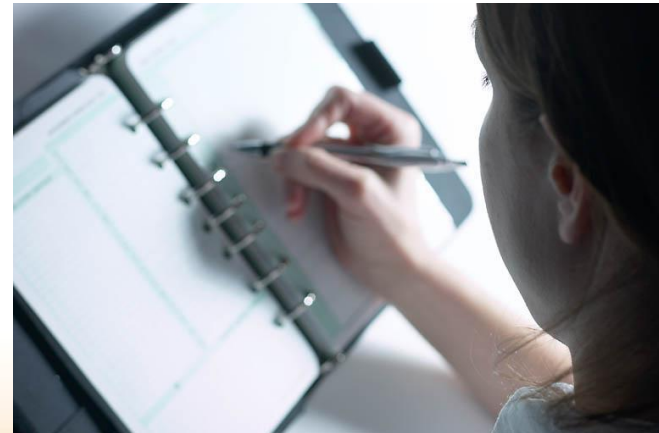


Your Resume

“Ability will never catch up with the demand for it.”

Malcolm Stevenson Forbes

- a. Who are you?
- b. What have you done?
- c. What do you like?



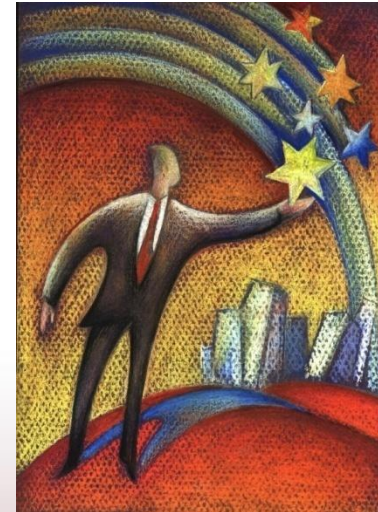
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Finding Opportunities

Why is your personal brand so important?

- To get a promotion
- Job security
- To become a leader
- To help sell a new client
- To build a useful relationship



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Networking

“Networking is like building a spider web. Contacts are made piece by piece until a job is caught. Contacts should be used to offer ideas, suggestions, and names of other professionals with whom you can speak. Get in touch with them, ask for an appointment and pick their brains for ideas and additional contacts. Eventually a solid job lead will appear.”

Why network?

- Your long-term success depends on it
- “It’s not what you know, but who you know.”



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Finding Opportunities

Networking & Visibility

“I’ve always been in the right place at the right time. Of course, I steered myself there.”

Bob Hope

- What is the best use of your time?
- Where should I network?
- Using your circles of influence



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Circles of Influence



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Building Relationships

Why should we build relationships?

➤ People support those they know, like and trust!

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Building Relationships

Discussion:

The keys to great relationships:

1. Show interest
2. Be a good listener
3. Provide useful information
4. Try to help solve a problem
5. Make doing business with you – easy!

“Talk to a man about himself and he will listen for hours.”

Benjamin Disraeli

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Building Relationships

Discussion:

Managing your contacts - Continuing the dialogue over time

“I was planting seeds but not watering them. You have to network, follow up and reconnect.”

1. Tools - Phone, E-mail, letters, social media
2. Frequency
3. Holding their interest



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Portraying Your Image

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

Ralph Waldo Emerson

- a. The first impression - character.
- b. Perception is reality!
- c. How do you want them to remember you?
- d. Communication skills are very important.

You are a brand!



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The Importance of Etiquette

“Always do right. This will gratify some people and astonish the rest.”

Mark Twain

- Phone
- E-mail
- Notes, cards and letters
- Please and thank you are the magic words

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Promote Yourself Volunteer

“If you want to conquer fear, don’t think about yourself. Try to help others, and your fears will vanish.”

Dale Carnegie

- Help others to solve problems
- Charity work – increase your exposure
- Pro bono work – offer to do something extra

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Promote Yourself Social Media

1. LinkedIn – Professional, business networking site; used to make connections
2. Facebook – informational, photos, chat, casual, your image and your beliefs
3. Twitter – messaging, blogs, sharing information, driving traffic to website, attracting the press
4. Instagram – your style, your work, your personality

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Promote Yourself

Assess traditional and non-traditional promotion, print, media, networking and social media to see what “fits” you.

Examples:

- Board seat
- Radio advertising
- Blog
- Print ad
- TV interviews

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Differentiate Yourself

- Acknowledge successes
- Articles of interest
- Hand-written notes
- Sending information
- Newsletters and updates
- Attend events of your clients & prospects

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Promoting Your Personal Brand

- Public relations / interviews
- Social media
- Blogs
- Newsletters
- Articles
- Books
- Website
- Seminars
- Volunteer

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“Make yourself a brand. Be visible.”

From: Stories From The Sales Field



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