

A man in a dark suit jacket and white shirt is pulling open his shirt with both hands. The text 'BUILD YOUR BRAND' is printed on his chest. The word 'BUILD' is in large, bold, black letters. 'YOUR' is also in large, bold, black letters. 'BRAND' is in large, bold, red letters. Below this, a white banner contains the text 'BUILD YOUR BRAND' in black. At the bottom, an orange banner contains the name 'NICOLE DHANRAJ' in white. Below the orange banner, the email 'hndconsultancy@gmail.com' and the hashtag '#brandyourself' are written in black.

**BUILD
YOUR
BRAND**

BRAND

BUILD YOUR BRAND

NICOLE DHANRAJ

hndconsultancy@gmail.com
#brandyourself

To play this game

1. Use any device to open

joinmyquiz.com

THINK ABOUT
THIS FIRST

hndconsultancy@gmail.com
#brandyourself





WHAT DO YOU THINK OF?

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#brandyourself



HOW DO YOU RATIONALIZE?

hndconsultancy@gmail.com
#brandyourself



**BRANDING IS
MORE THAN
JUST YOUR
NAME**

MULTIDIMENSIONAL



BRAND PREFERENCE AND YOU



Name



Attributes



Image



What it does for
you



What it does for
the community



The values

WHAT'S THE BIG DEAL?

WHAT'S THE BIG DEAL?

- How many people in your profession?
- How many agents/brokers on island?
- Why should someone use your services?
- What makes people come back for more?



YES YES YES, BUT
WHY BRAND?

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#brandyourself



THE PLAYOFFS


- Clients choose you
- Personal statement
- Brand that resonates



THE BENEFITS OF A POWERFUL PERSONAL BRAND



hndconsultancy@gmail.com
[#brandyourself](https://twitter.com/brandyourself)



ADDS VALUE

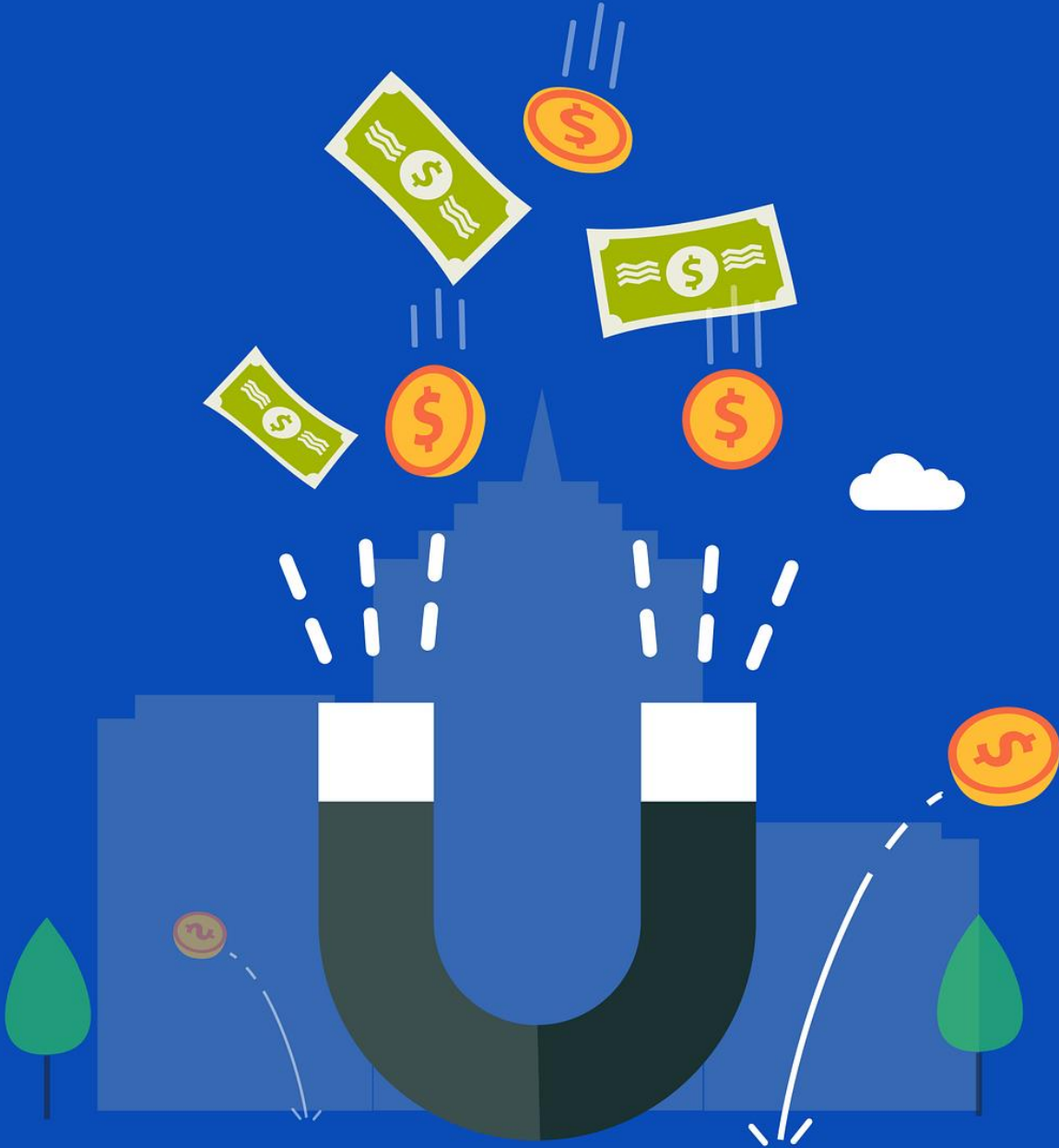


- Is it better quality, the look and feel, or is it the brand's stature in society?
- boosting reputation

GIVE CUSTOMERS
A REASON TO
TALK ABOUT YOU
AND SHARE



BUSINESS
GRAVITATES TO
YOU!



KEY POINTS!

You are a skilled product

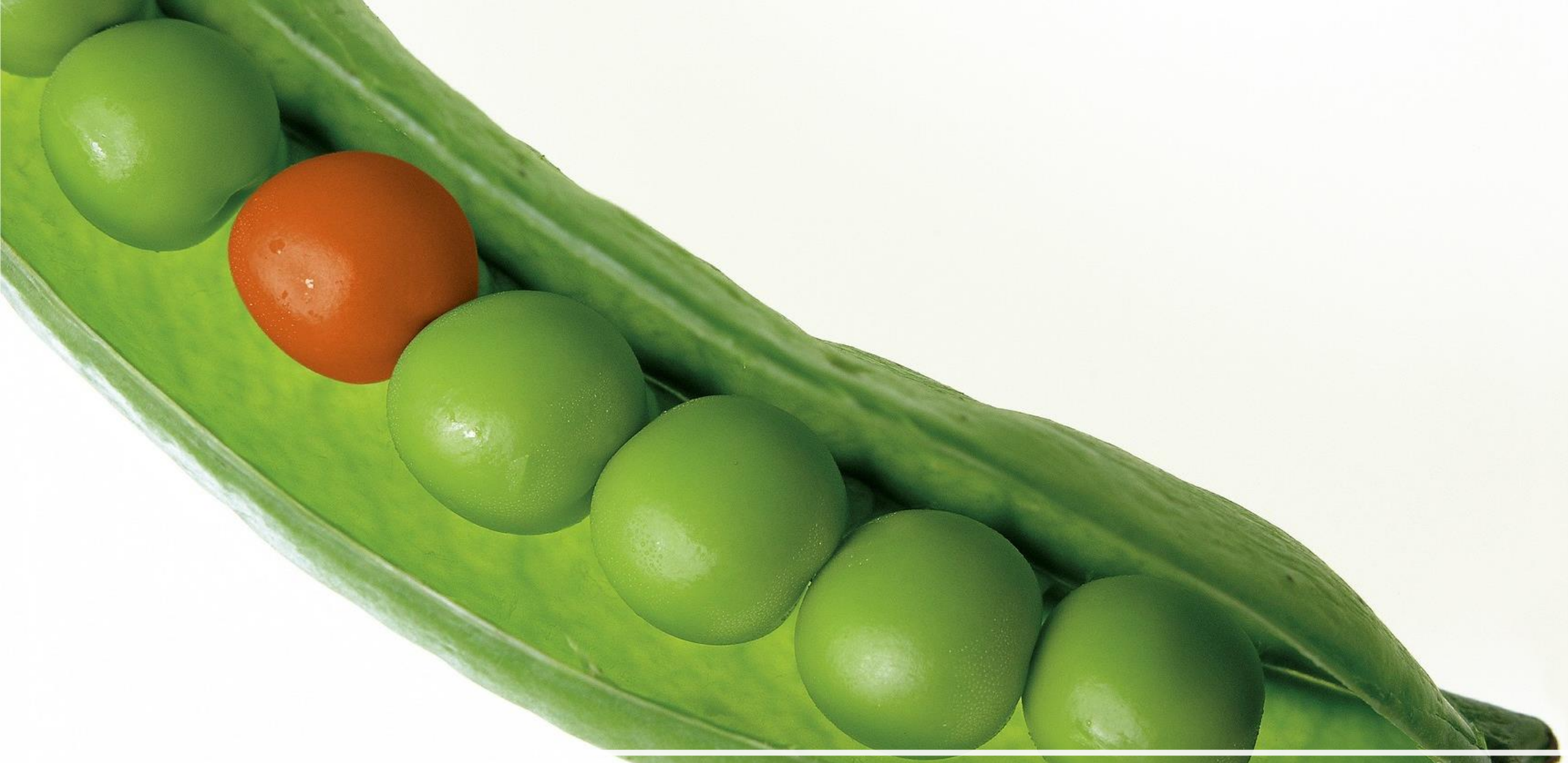
Your brand creates a
“product” differentiation

Earn more

POLL

**DO YOU HAVE
A BRAND?**

**Is your Brand
built to last?**



WHAT IS YOUR BRAND?

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#brandyourself




BUILD YOUR BRAND



#1 STAND OUT?

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A close-up photograph of two brown goats with horns, facing each other in a competitive stance. Their heads are pressed together, and their eyes are focused on each other. The background is dark and out of focus.

SHOULD YOU
BEAT THE
COMPETITION?



NO! FOCUS ON YOURSELF

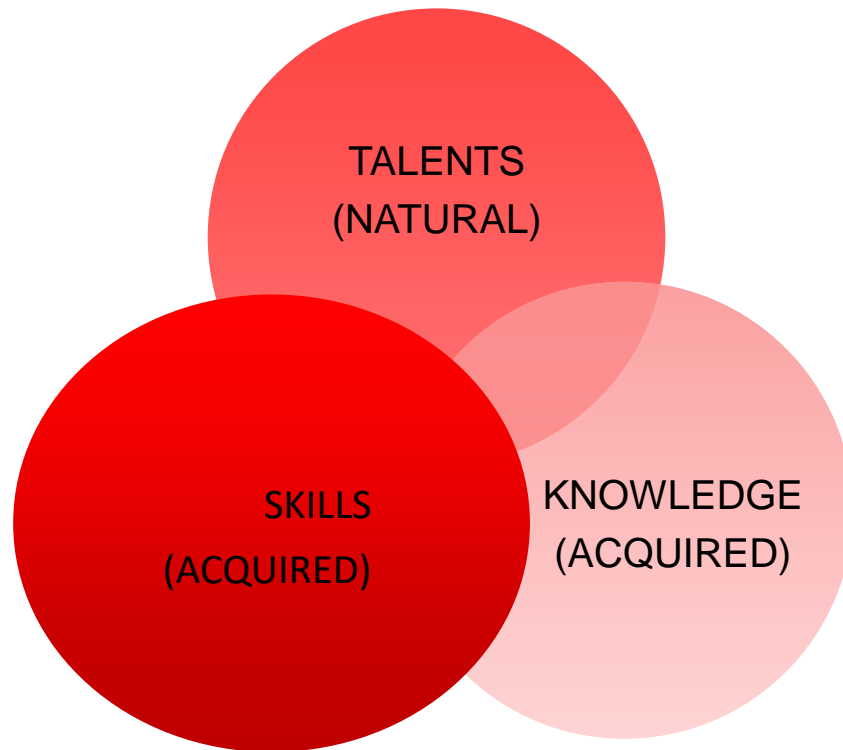
- BE BETTER FOR YOURSELF
- YOU ARE THE COMPETITION.
- TRAIN HARDER, WORK HARDER
- IDENTIFY YOUR STRENGTHS



#2
DISCOVER
YOUR
STRENGTHS

WHAT IS A STRENGTH?

”A combination of talent, skill and knowledge”



1. The fundamental block of any strength is talent-DNA
2. You must first identify your greatest talents
3. Success = Talents + Skills + Knowledge

A photograph of a gym rack filled with black kettlebells. The kettlebells are arranged in two long rows, receding into the background. The rack is painted a bright red color. The kettlebells are made of a dark, possibly cast iron, material with a smooth finish. The background is slightly blurred, focusing attention on the kettlebells in the foreground.

IMPORTANCE OF STRENGTHS

- Every person has certain signature strengths
- Most people are not truly aware of the strengths they possess
- Or may need to spend time building and developing

- Myers-Briggs
- Via Character Strengths

STRENGTHS

Tech Savvy

A people person

Attention to details

A good listener

Comedian

STRENGTHS

Good mentor

Saver

Act with integrity at all costs

Problem solver/Creative

Strong negotiator

STRENGTHS

Solid understanding of real estate taxation

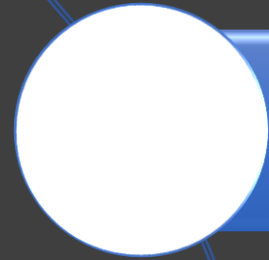
Access to an affluent natural market

Well respected in the neighborhood/community/church

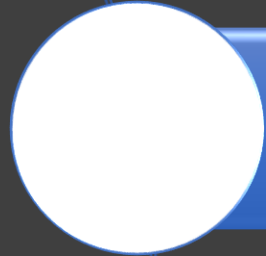
Fluent in Chamorro, Tagalog, Spanish, Japanese, Korean

Culturally competent

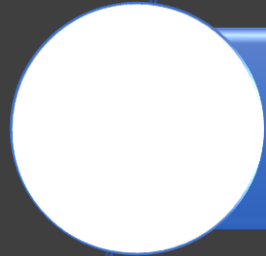
STRENGTHS



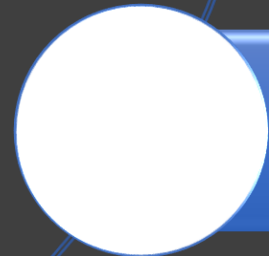
Local knowledge



Assertive/aggressive



Charismatic



Culturally competent

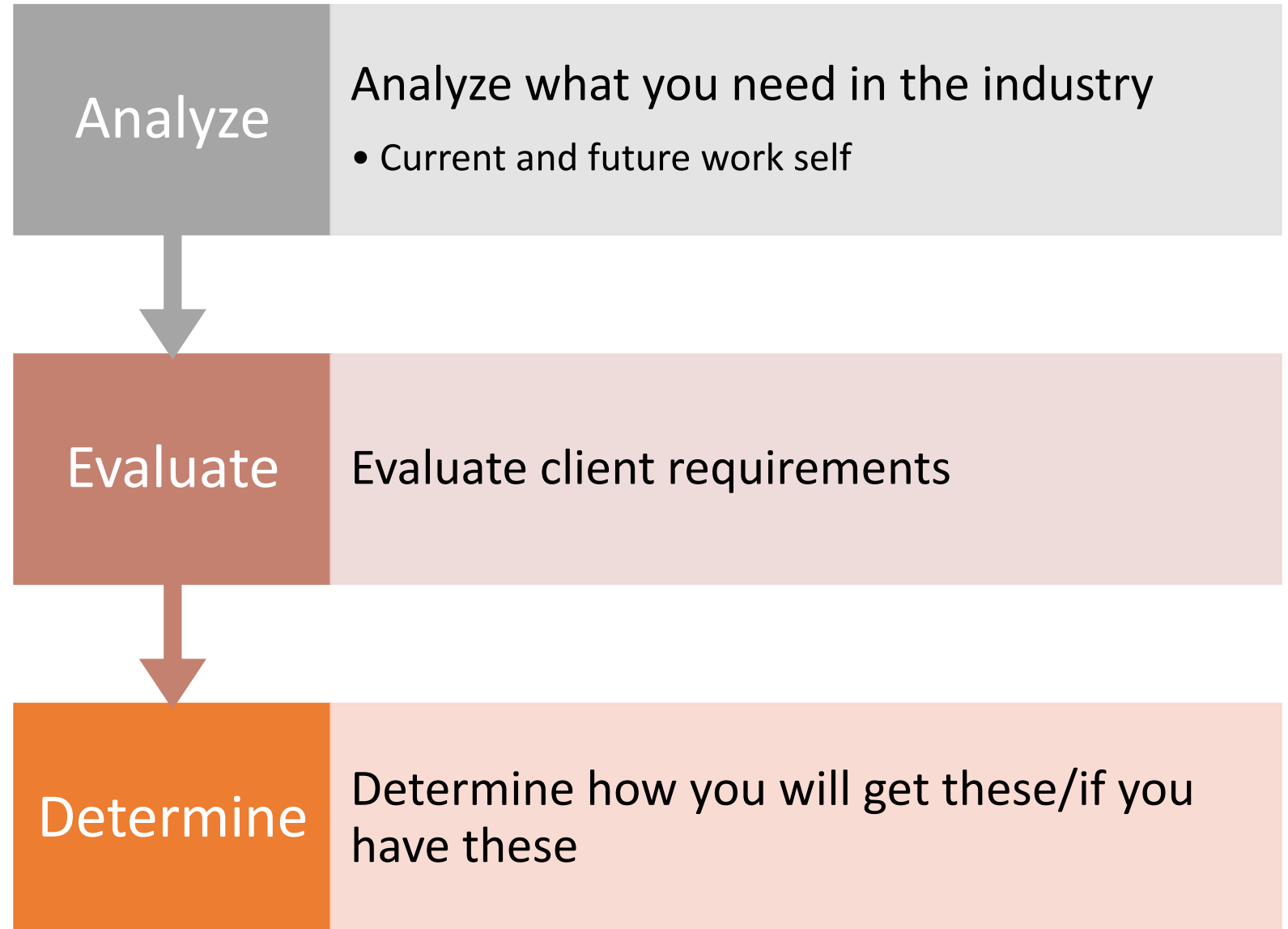


Focus on you
strengthens so your
weakness become
irrelevant



#2 SELECTION OF SKILLS

SKILLS SELECTION



SKILLS DEVELOPMENT

Divide

Divide into tasks

- Determine your present value compared to others
- What is your competitive edge?

Determine

Determine levels of mastery

- According to your position/service

SKILLS DEVELOPMENT

Evaluate

Evaluate your competency

- Mentor
- Self-evaluation

Provide

Provide evidence of your mastery

- Use of digital age
- Proof to stand out

#3
ALIGN WITH
YOUR
PROFESSIONAL
GOALS



Awareness to others

- Communicate your brand
- Make yourself visible
 - Automate but not all!

What to emphasize

- Look at your accomplishments
- How you stand out
- Leverage your strengths

Who is your target?

- Anyone?
- Select few?
- Bit of both?

#4 MARKETING YOU

PUSH AND PULL STRATEGIES



BRANDING

- Companies push through
 - Promotion/awareness
 - Advertising
 - Attributes
 - Emotional connection
 - authenticity



**START WITH YOUR
THREE LITTLE WORDS**
Your Value

**EXCELLENCE
THROUGH
PERSISTENCE**

**HONORED TO
SERVE YOU**



#6 CREATE YOUR STATEMENT

I help ____ verb ____



Go to www.menti.com and use the code 89 16 09

What is your key statement?

 Mentimeter



- Work with me to find -
A HOME YOU LOVE

#6 ADVERTISING



YOUR COLORS



YOUR
SIGNATURE



YOUR TAG LINE



JUST BE
MEMORABLE!

#8 EMOTIONAL CONNECTION

- No fakeness!
- Do not try to “puff” who you are for the sake of a sale
- Be genuine and connect!
- Every interaction is a form of branding

“Every interaction,
in any form, is branding.”

– Seth Godin

How do you show up?

- It's a chore?
- Stressed
- Complaining indirectly
- Delayed due to your workload/mindset



#9 LEVERAGE SOCIAL MEDIA

PULL-STRATEGIZE HOW YOU STAND OUT



- LinkedIn
- Facebook
- Instagram
- YouTube
- Networking
- Writing/Videography
- Certificates
 - Free/paid

Strategies




- **Research and target an influencer.**
- **Build relationships/Share.**
 - 2way
- **What is your one channel?**
 - **Get obsessively good with a single marketing channel**
- **Personal/professional**

Strategies



- **Content is good, but quality is king!**
- **Be human-connectedness-help others**
- **Understand your industry inside and out**
- **Join groups**
 - **Participate**
 - **Learn**
- **Don't be afraid to ask for recommendations and endorsements**



#10 Make it Easy
For Your Customers
To Decide

Brand awareness
Brand Identity
Brand
Personality

BEST CHOICE



KEY POINTS ABOUT YOUR BRAND!

NOT HOW YOU SEE
YOURSELF BUT HOW
OTHERS SEE YOU

YOUR REPUTATION

REQUIREMENT WITH
DIGITAL AGE AND
NUMBER OF
COMPETITORS



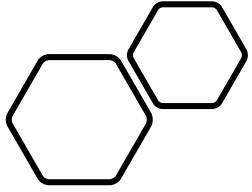
Remember!
IT'S ABOUT THEM NOT YOU!

GOLDEN NUGGETS

- **Identify how to showcase your best self.**
- **Understand your strengths and weaknesses.**
- **Stand out from your peers and competition.**
- **Build your "tribe" (others who share the same values).**
- **Be human and have more meaningful interactions with others.**

GOLDEN NUGGETS

- **Establish credibility.**
- **Demonstrate your value through your actions.**
- **Elevate your social proof.**
- **Solidify your niche.**
- **Convey your message and values.**
- **Be more confident.**



REMEMBER!

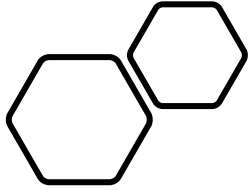


its not bragging about
your achievements



Bring a well-crafted
package

Don't let the font become more
important than what you are saying



BRAND PYRAMID-SUMMARY



Interpretation of your
Brand



Digital presence/Content



Functional skills



Training



GOLDEN NUGGETS

- personal brand require iterations
- should be organic and evolve with you.
- a never-ending journey of self-discovery
- when you take control of it, you can get on with achieving the most important goals in your life

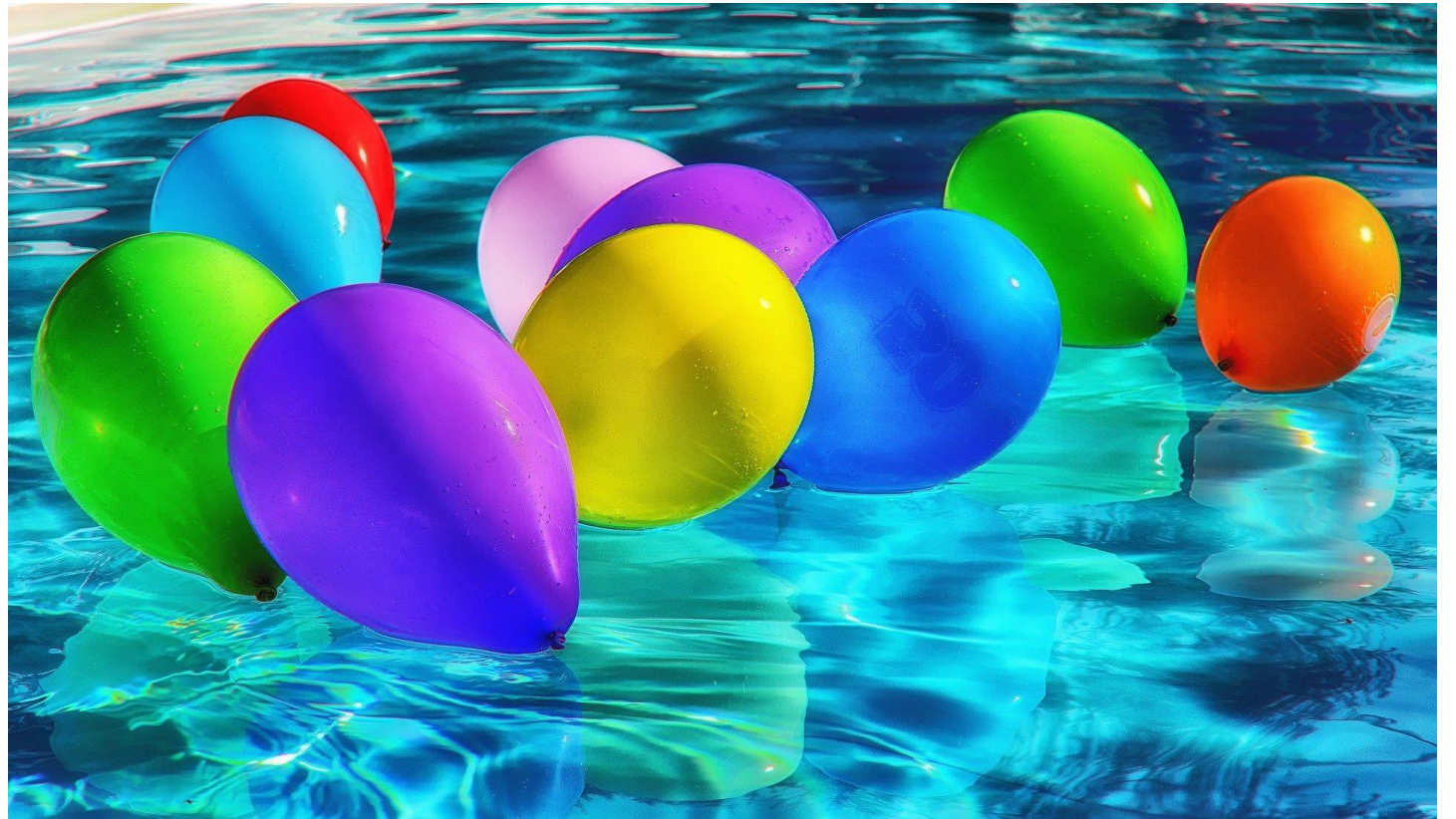


**YOUR BRAND IS THE
SINGLE MOST IMPORTANT
INVESTMENT YOU CAN
MAKE IN YOUR BUSINESS.**

STEVE FORBES

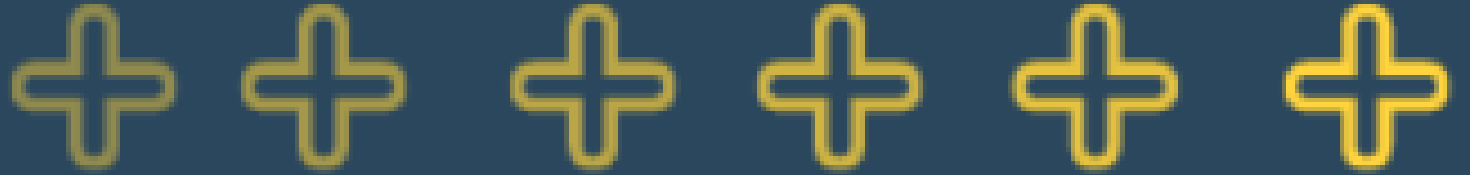
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LET THE
GAMES BEGIN!



Join at **www.kahoot.it** or with the **Kahoot! app**
with Game PIN:

HND



C  **NSULTANCY**

THANK YOU!

hndconsultancy@gmail.com
#brandyourself

