



Creating a Powerful Personal Brand: For Connection, Communication & Success

Intention for Today

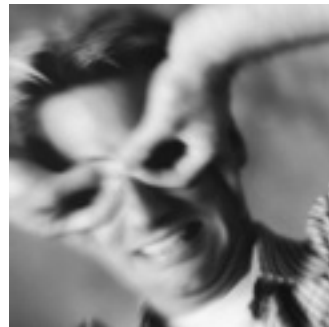
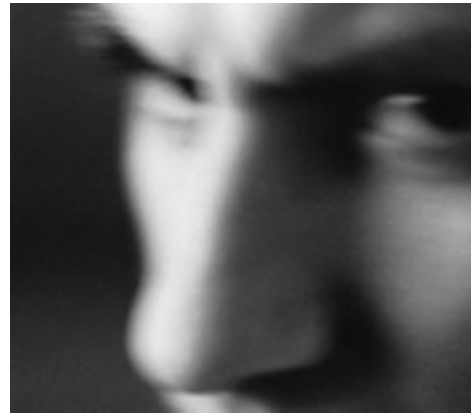
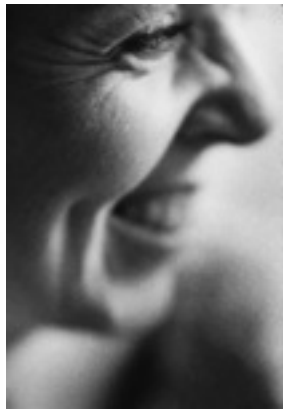
- A new perspective on what a personal brand is
- How to uncover yours
- The science behind connection
- Tips & techniques you can implement now!

Exploring & Uncovering My Own Brand

- My background
- My aha moment!
- Gallop statistics
- The “encore revolution”



You Have Less Than 7 Seconds To Make A Strong First Impression



How can you control how others perceive you?

- Your personal brand
- We all have one
- Your brand is you!

*“Your brand story is the story of your truth,
what you stand for, what you promise, and what
people experience.”* – Michael Margolis



“We’re always impacting the world in which we live, through our presence, our energy and our own interactions with others.” – Marianne Williamson



True purpose. Powerful message. Massive impact.

Let's talk Celebrity Brands for a moment...



The perception you create and connection you make through:

- Energy & Passion
- Appearance/Body Language
- Personality
- Emotions
- Beliefs
- Values

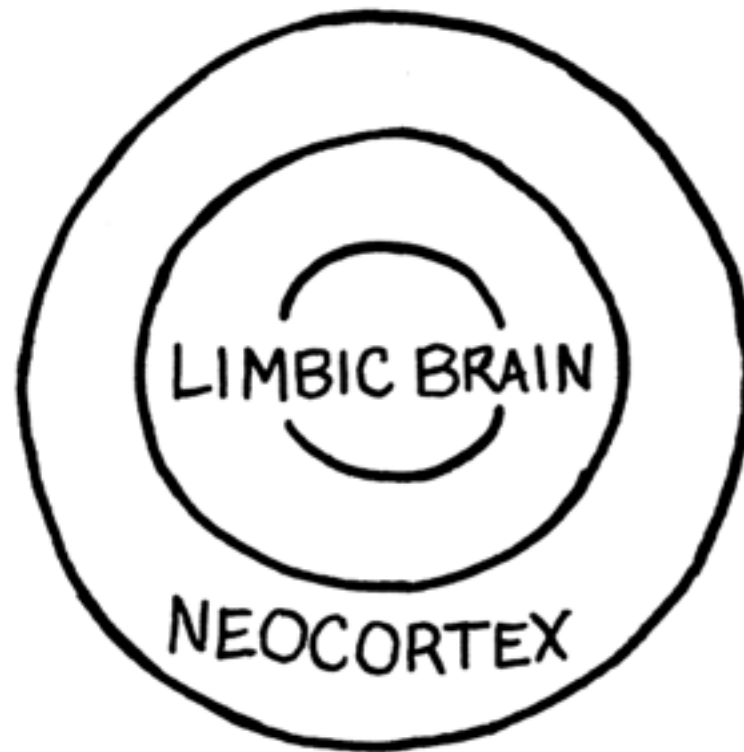
Where does it show up? Everywhere!

- Face-to-face
- Networking
- Workplace
- Your online “presence”
- Résumé
- Marketing communications

The Science - the Heart Brain



The Science - The Head Brain



The CORE Process



C.onnect with Who You Are
O.ptimize the Path
R.each Beyond
E.nergize the Connection

Connect with Who You Are

- STOP! Quiet time to “be”
 - Tune In to Your Heart
 - Awareness of your Body
 - What makes you Click?
 - Unlocking Passion
 - Who are you *authentically*?
- (worksheet #1)



Connect with:

- Core Values
- Vision/Passion
- Philosophy of Life – Beliefs
- Unique Brilliance
- Highlights/Lowlights
- Credibility/Vulnerability



“Intuition can help you find the information you need, both about yourself as well as your market, to make a difference and profit by being yourself.” – from Laura Day, Practical Intuition for Success



Why are Core Values Important?

- Align with your work
- Who you work with
- The strength of your foundation
- Makes connection stronger

Why are they important to *you*?

Polished	Humble	Analytical	Incisive
Calm/Cool	Imaginative	Determined Precise	Sound
Demystifying	Tough	Consistent	Assertive
Alert	Driven	Prestigious	Splashy
Edgy	Effortless	Easy	Built for speed
Visionary	Open-minded	Process-oriented	Steady
Brilliant	Influential	Equipped	Dependable
Efficient	Communicative	Purposeful	Timeless
Accessible	Insightful	Classy	Elegant
Capable	Discerning	Rational	Trustworthy
Facilitating	Intuitive	Reliable	Friendly
Proven	Systematic	Resilient	Habitual
Aggressive	Inventive	Hip/cool	Clever
Familiar	Leader	Agile	Uninhibited
Straightforward	Listening	Responsive	Dreamers
Broad-ranging	Clear	Service-driven	Worldly
Fearless	Logical	Deliberate	Confident
Down to earth	Advanced	Simple	Flexible
Unconventional	Challenging	Creative	Steady
Expansive	Mechanical	Solicitous	Inclusive
Arrogant	Credible	Direct	Fluid
Focused	Mentoring	Fast	Energetic
Connecting	Natural	Sophisticated	Unflappable
Fresh	Objective		Innovative

What's Your Vision?

- Play on *Fantasy Island*
- What do you want?
- Get clear on what jazzes or excites you.
- Foster creativity
- Nurture passion



Create a Personal Manifesto

- What's your soapbox?
- What do you stand for?

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.
LIFE IS SIMPLE. 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; HELP YOU FIND YOURSELF. GETTING LOST WILL
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 LIVE YOUR DREAM, **AND WEAR**
SHORT. YOUR PASSION.



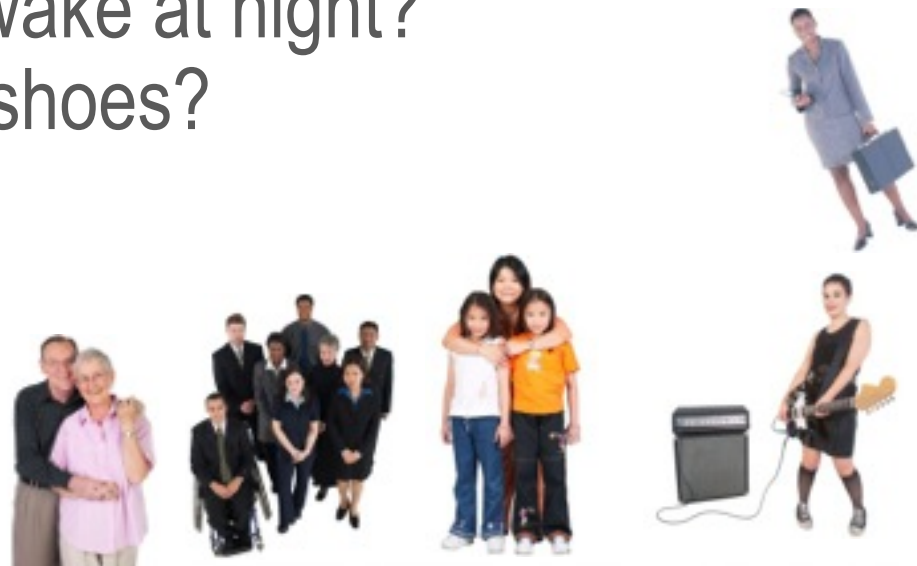
Optimize the Path

- EVERYONE is a “target audience”
- Co-workers, bosses, employees, managers and customers
- Who are you communicating with?
- What’s *their* perspective?
- Compassion and understanding



Optimize the Path

- What do they need from you?
- How do you help them?
- What is the value you bring?
- What keeps them awake at night?
- Put yourself in their shoes?



Optimize the Path

- What do you have in common with them?
- Do you have similar beliefs or values?
- Where do you align?

(worksheet #3)



The Pet Connection



“We connect with others by identifying common dreams and shared passion. Shared vision, emotional connection and complementary strengths are the key to success in any business.”

– from an interview with Deepak Chopra & Paul Schialla heard on Oprah Radio



True purpose. Powerful message. Massive impact.

R.each Beyond

- Who are you now?
- Who do you want to be?
- Value others - align with *you*
- Put yourself “out there”
- Take baby steps or leap of faith!



R.each Beyond

- Match outside with inside
- Sending the right message
- Image consultants/stylists



Your Online Image

- BEWARE
- Develop a voice
- Be authentic
- The balancing act
- Passion is contagious
- Connect vs. alienate

(worksheet #4)



Energize the Connection

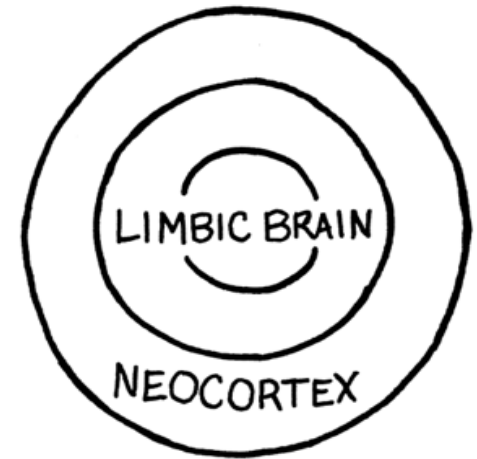


So what?

- Use a “How can I help?” mentality
- Who are you communicating with?
- Why does it matter to *them*?
- Why should *they* care?
- Good viral vs. negative

Energize the Connection

- Remember about the science
- Connect to the limbic brain
- Be mindful of your energy (Heart Math)
- Breathe, engage your Core, be authentic



This may seem simple, but...

Your Brand is YOU!

- Connect to your CORE!
- Be authentic
- Remember the science
- Connect to your “target audience”
- How you want to be seen and perceived
- Send the right message
- Make an impact

Remember you have less than 7 seconds to make a strong first impression

- There is **power** in your authentic brand
- Connection is the catalyst to accelerate *your* success



*“Your brand is you.
In your uniqueness
there is connection.”* – Laura Willis

Questions?



Thank You!

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