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
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”
- Resumé
- Marketing communications
The Science - the Heart Brain
The Science - The Head Brain

Diagram: Two circles, the outer one labeled "NEOCORTEX" and the inner one labeled "LIMBIC BRAIN".
The CORE Process

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

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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?

LIFE.

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. Life is simple. 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 meet what their passion is,
and share your inspiring dream with them.
Travel often; 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 short. Live your dream, your passion.

SPARK A FIRE IN OTHERS

ENCORE REvolution

I am weakness.
I am greatness.

LOVING
As much as I can before time runs out.
Balance freedom, routine, & stability.

RELEASEING
That which doesn’t serve me.
Live simply.

DEVELOPING
Attracting, physical & emotional strength.
Surround myself with those who ignite a fire in me.

O.ptimize 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
O.ptimize 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?
O.ptimize the Path

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

(worksheet #3)
“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
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

- 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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