



# *Selling the Brand When It's YOU!<sup>®</sup>*

*The Nuts & Bolts of Creating  
a Personal Brand*

**Debra S. Valle, MCC**  
President, Marketing U Inc.

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*. . . based on Debra Valle's powerful "Selling the Brand When It's YOU!<sup>®</sup>" workbook and seminar.*



# What is a Brand?

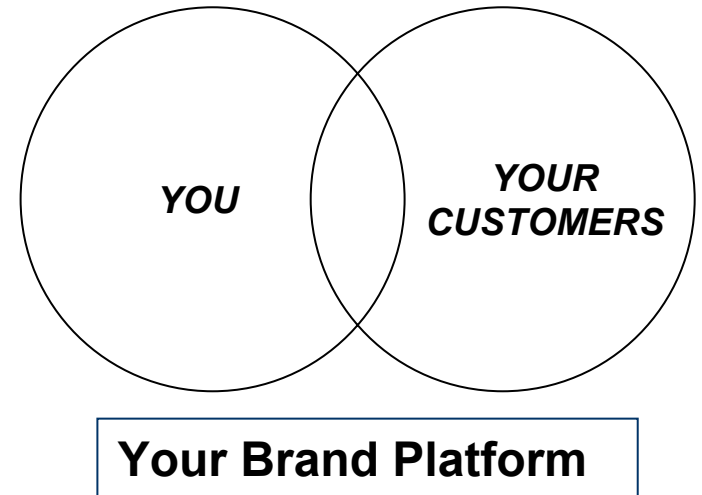
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**Your BRAND is the tapestry of feelings, words, associations, and images that pops into the minds of your customers when they hear your name.**



# Your Brand Message

**Your brand message creates an emotional bridge between your brand and the hearts and minds of your target audience. It emanates from a very specific place where your gifts meet the “longing” in the marketplace.**





# Hallmarks of a Great Brand

## **A great brand . . .**

- **Speaks to an authentic truth.**
- **Sets an expectation.**
- **Touches the imagination or heart.**
- **Makes a promise you are willing to keep.**
- **Is consistent over time.**



# Branding is the Glue

**You can't afford a fragmented look.**

- **Every communication with your audience is an opportunity to expand awareness of your brand.**
- **At least 8 to 12 impressions are needed.**
- **All marketing and communications must appear to emanate from the *same* source.**



# No Magic Formula

**You don't have to be a creative genius.**

**The "Selling the Brand" process helps you . . .**

- **Gather and sort key information.**
- **Seek the themes and through-lines.**
- **Discover the essential core of your brand.**



# Today's Focus

## **Four keys to personal branding.**

### **Understanding your . . .**

- **“Genius Work”**
- **“Raving Fans”**
- **“Role Models”**
- **“Target Market”**



# Embrace Your Genius Work

**What makes you unique?**

**Understand your innate strengths and gifts—  
what you bring to the table no matter *where* or  
*when* you show up.**



# Discover Your Genius Work

## List five peak experiences.

- Describe what you were doing.
- Describe who you were with.
- Who or what were you in service to?
- Describe where you were.



# Activity Time!

**3 MINUTES**

**Identify 3 to 5  
“peak experiences.”**





# Your Raving Fans

**You already have a brand even if you didn't create it.**

- **Your “raving fans” are huge advocates of your work.**
- **They are willing to provide candid and thoughtful insight regarding your strengths and weaknesses, as well as opportunities they see for you.**



# Your Raving Fans

**Learn how your raving fans perceive you.**

- **Identify 10 to 12 raving fans.**
- **Invite each person to be a member of your personal focus group.**
- **Send them an email survey and ask them to respond via email.**
- **Compile your results into one document.**
- **Look for themes and patterns.**



# Your Raving Fans

## Ask your raving fans . . .

- **What challenges were they facing when they sought your advice?**
- **Why are they in a relationship with you?**
- **What are their expectations?**
- **How do they describe you/your services to others?**
- **What other opportunities do they see for you and your business?**



# Activity Time!

**3 MINUTES**

**List your 10 to 12  
“raving fans.”**





# Benchmark Role Models

**Benchmark role models help you . . .**

- **Define where it is you are going.**
- **Stretch your possibilities.**
- **Position yourself in a much grander playing field.**
- **Craft your reputation.**



# Benchmark Role Models

## Learn from your role models.

- **Consider 3 to 5 people or organizations that have influenced you over time.**
- **Describe what they stand for.**
- **Identify the essence of their brand.**
- **How are you like them and how does this knowledge strengthen your brand promise?**
- **How are you different?**



# Activity Time!

**3 MINUTES**

**List three important  
role models.**





# Your Target Market

**Your target market represents your ideal customers.**

**To find the heart and soul of your audience, first look to . . .**

- **Simple demographics or lifestyle choices.**
- **Personality traits, values, attitudes, aspirations, and other characteristics.**
- **Identify the singular spirit that weaves them together.**



# Learn from Your Target Market

- **Identify 8 to 12 people.**
- **Invite them to breakfast or lunch.**
- **Ask questions to better understand the challenges facing them or their organization.**
- **What obstacles/challenges do they or their employees face?**
- **What do they want most to achieve?**
- **What's their biggest fear?**
- **How do they find professionals (like you) to help them? Where do they look?**



# Activity Time!

**3 MINUTES**

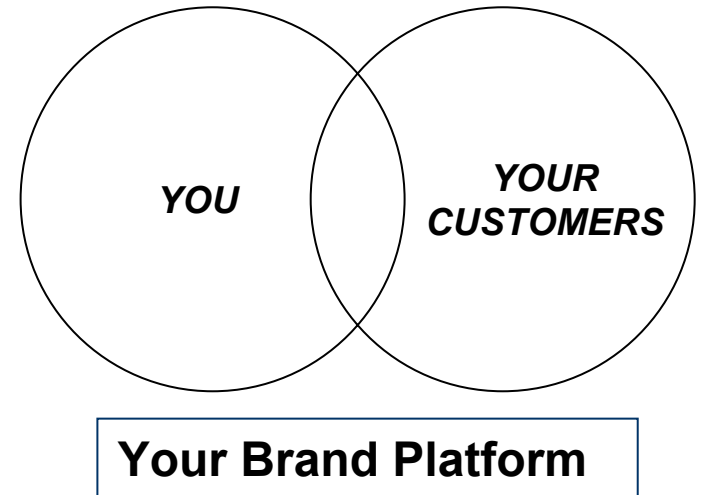
**List your 10 ideal customers.**





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# CEO of Your Brand

## It's your job to . . .

- **Clearly understand what your company stands for.**
- **Create a top-notch organization that consistently delivers on its promise.**
- **Craft a brand message and image to reflect your company values.**
- **Maximize every opportunity to reinforce your message so you create the mind share necessary to influence purchase behavior.**



# Activity Time!

**3 MINUTES**

**Share what you  
learned about your  
brand.**





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President, Marketing U Inc.

**www.MarketingU.net**  
**(562) 493-4801**  
**DebraValle@MarketingU.Net**

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