How to brand and market YOU!

The CEO of Me

Hello my name is

Mary Perry

President, Ryan Partnership
A contemporary integrated marketing agency.
We work with iconic brands.

What Ryan does...

The CEO of Me

The CEO of Me
Definition of a Brand.

- Name
- Reputation
- Quality
- Performance
- Appearance
- Promise of Value

Experiences, Associations and Perceptions

Product, Service or Other Entity

A Brand

Creating a Brand.

- Create an impression that the brand has certain characteristics

Make it unique and stand apart
Definition of Branding.

• A promise:
  - Value of product
  - Better than competition
  - Must be delivered on

Branding is the combination of tangible and intangible characteristics that make the brand unique.

A carefully marketed brand can command tangible values.

\[
\text{Value / Equity} = \text{Increased } $ \text{ Paid by Buyers} = \text{Actual Cost}
\]
Can a person be a brand?
Hello
my name is
Mary Perry
Chief Executive Officer,
Me, Inc.

My Day Job
People as a Brand.

Elements of a Brand.

• Brand Description
  - Narrative about the brand
• Packaging
  - Dress / looks
• Tagline
  - A word or phrase that can bring the brand to mind when heard
• Positioning Statement
  - One sentence that sums it up
Exercise 1

Personal Brand Exercise

Martha Stewart
Are you a brand?

What are you saying about yourself?
Definition...

• A personal Brand is how other people perceive you

• 99% of us do it passively
  - No active plan, thought process or participation or control
  - Dangerous and unproductive

As a good CEO, you need to strategically take control

Taking control means ...

• Define your personal brand

Experiences, Associations and Perceptions  \(\rightarrow\)  YOU!

You, the Brand

Shaping what others think of you
Developing your personal brand can mean...

- In business or everyday life – you are creating real value for yourself when others:
  - Know you and like you
  - Know what you stand for
  - Know your character

Personal branding is key to success.

- Defines who you are
- How great you are
- Why you should be sought after
- Your reputation
- Building a name for yourself
- Always comes from points of strengths
Let’s talk about YOUR brand

Roadmap to personal branding.

1. Accept your promotion to CEO of Me, Inc.
2. Create your brand
3. Market your brand
Exercise 2
Positioning Statement Worksheet

Exercise 3
Positioning Statement
Exercise 4
Branding Worksheet

Let’s talk about marketing
You!
The role of marketing.

- Defines distinctive features and benefits
- Sets price
- Communicates to the target audience
- Delivers to the ultimate consumer
- Builds your own ladder for success

Setting objectives / strategies.

- Dream
  - Where are you now
  - Where do you want to be?
    - New job
    - Different career
    - Second career
- Write a roadmap
  - Strategies as to how you’ll get there
- Develop a tactical plan
  - What tactics will you employ?
The marketing mix (5 P’s) strategy.

PRODUCT: you (your brand positioning statement)

PROMOTION: selling yourself, motivate people to react positively to you, show them your benefits

PACKAGING: you, brought to life

PRICE: what you are worth/brand value

PLACE: where you want to be

Exercise 5
Marketing Plan Worksheet
Integrated Action Plan Example

Networking
External
Internal to your boss
Word of mouth

Experiential
Interact with others
Experiences
Elevator speech

Build a Portfolio of Your Work
Print
Online Website

Communication
Emails
Phone calls
VM messages
Resumes
Cover letters

Ongoing…

• Find yourself a mentor, set up a Board of Directors
  - People who know you and will be honest with you
Brand building takes time...

- Can’t rush it
- Grow organically
- Must be consistent and clear
  - Make career/life choices that are consistent with your brand and reinforce what you are about

Thank you fellow CEOs!