

How to brand and market YOU!

The **CEO** of *Me*



The **CEO** of *Me*



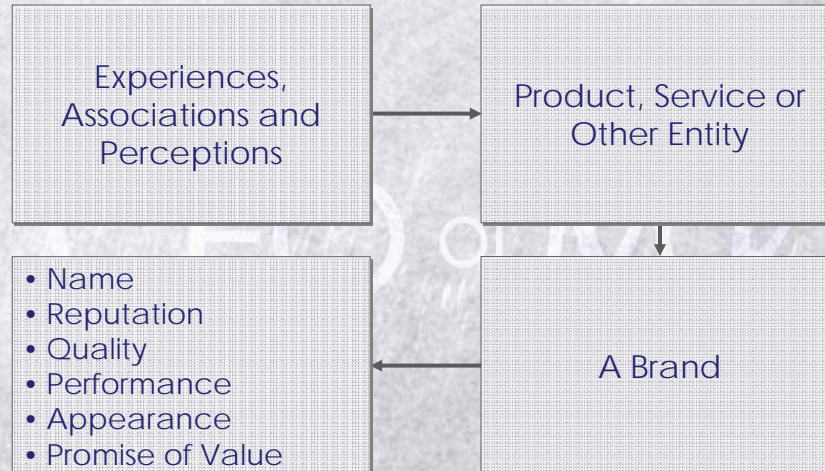
We work with iconic brands.



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What Ryan does...

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## Definition of a Brand.



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## Creating a Brand.

- Create an impression that the brand has certain characteristics

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Make it unique and stand apart

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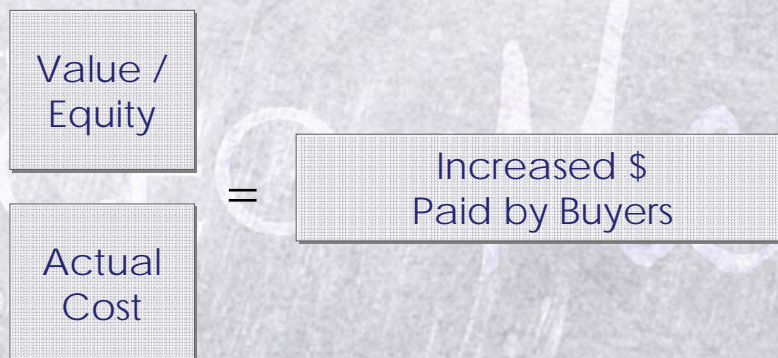
## Definition of Branding.

- 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

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A carefully marketed brand can command tangible values.



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## 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

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## 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

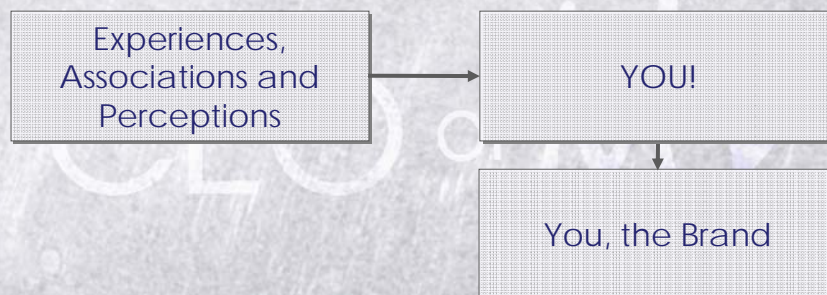
As a good CEO, you need to strategically take control

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## Taking control means ...

- Define your personal brand



Shaping what others think of you

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## 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  
Brand  
Value

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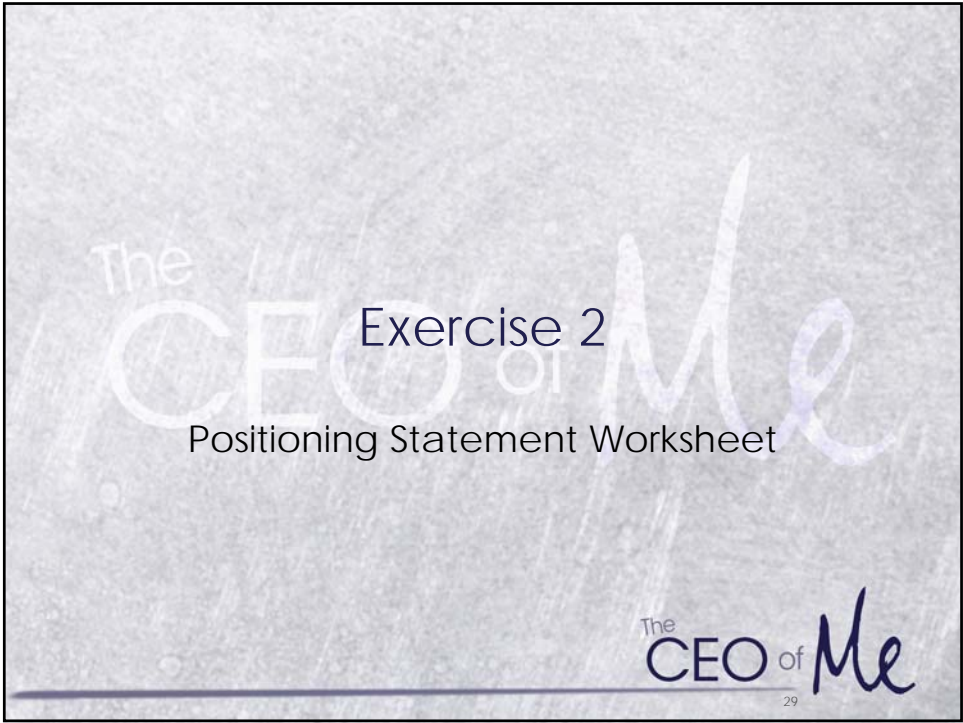
## Personal branding is key to success.

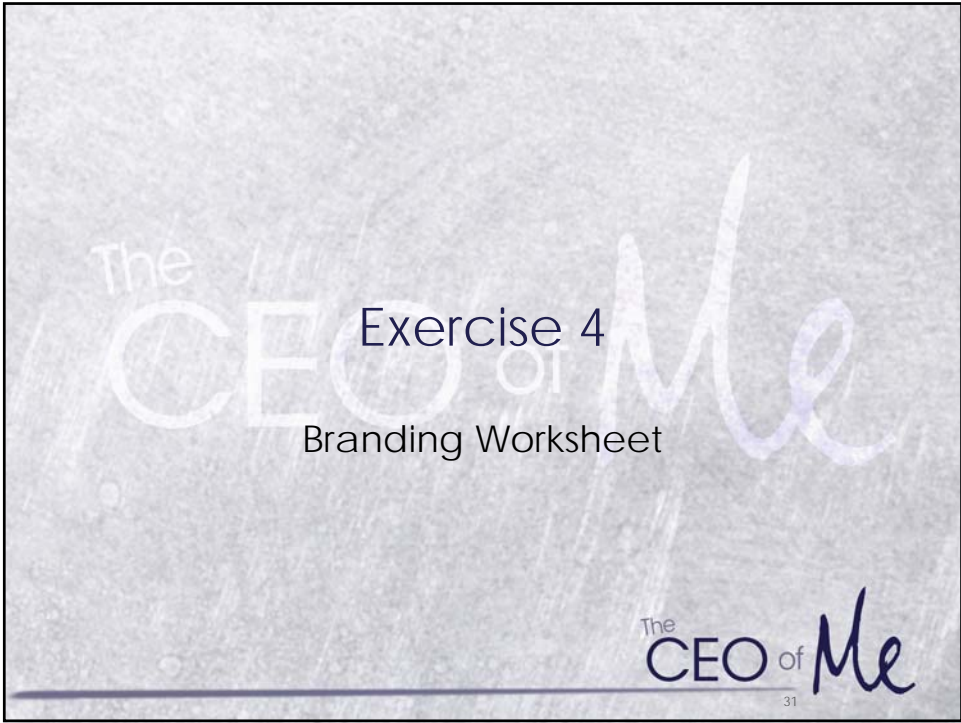
- Defines who you are
- How great you are
- Why you should be sought after
- Your reputation
- Building a name for yourself
- Always comes from points of strengths

Showcasing what sets you apart from others and describing the added value you bring to a situation

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## 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

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## 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?

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## The marketing mix (5 P's) strategy.

**P**RODUCT : you (your brand positioning statement)

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

**P**ACKAGING : you, brought to life

**P**PRICE : what you are worth/brand value

**P**LACE : where you want to be

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Exercise 5  
Marketing Plan Worksheet

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# Integrated Action Plan Example

## Online

Facebook  
Linked In

## 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

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## 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

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Thank you fellow CEOs!

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