



The Brand Called You: Personal & Professional Branding

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Presented by Lisa Montanaro

Who are you? Who, Who, Who, Who

*Dreaded question:
"So, what do you do?"

*Typical response: "I
am a _____."

*Common mistake:
Most people lead
with their title.



Ice Breaker Exercise

- *Find someone you do not know well.
- *Deliver your Elevator Pitch to each other.
- *The catch? Do not use your job title!

Does My Reputation Matter?

- * Care about your reputation
- * It is up to you to create, mold, protect and guard your reputation.
- * It does matter - personally and professionally.
- * Your personal brand is the image created in people's mind when they connect with your reputation.

Power of Personal Brand

- * Your personal brand is mobile -- you take it with you no matter where your career leads you.
- * Your earning power, position in the workplace, and ability to find the next great project all hinge on how you package and promote your personal brand.

Conduct a Personal Brand Audit

- * Your UBP (Unique Brilliance Proposition)
- * Your Personal Brand Identity (present)
- * Showcasing your Brand
- * Your 5 Personal Brand Words
- * Your Personal Brand Vision (future)
- * Your Personal Brand Impact Plan

YOUR PERSONAL BRAND
IS A WAY OF COMMUNICATING
WHAT IS INHERENTLY YOU.

What is Your "Art"?

Julia Cameron - "The
Artists Way"

Your true calling - the
through line of all of your
careers/endeavors/
services.

Also known as your
archetype.



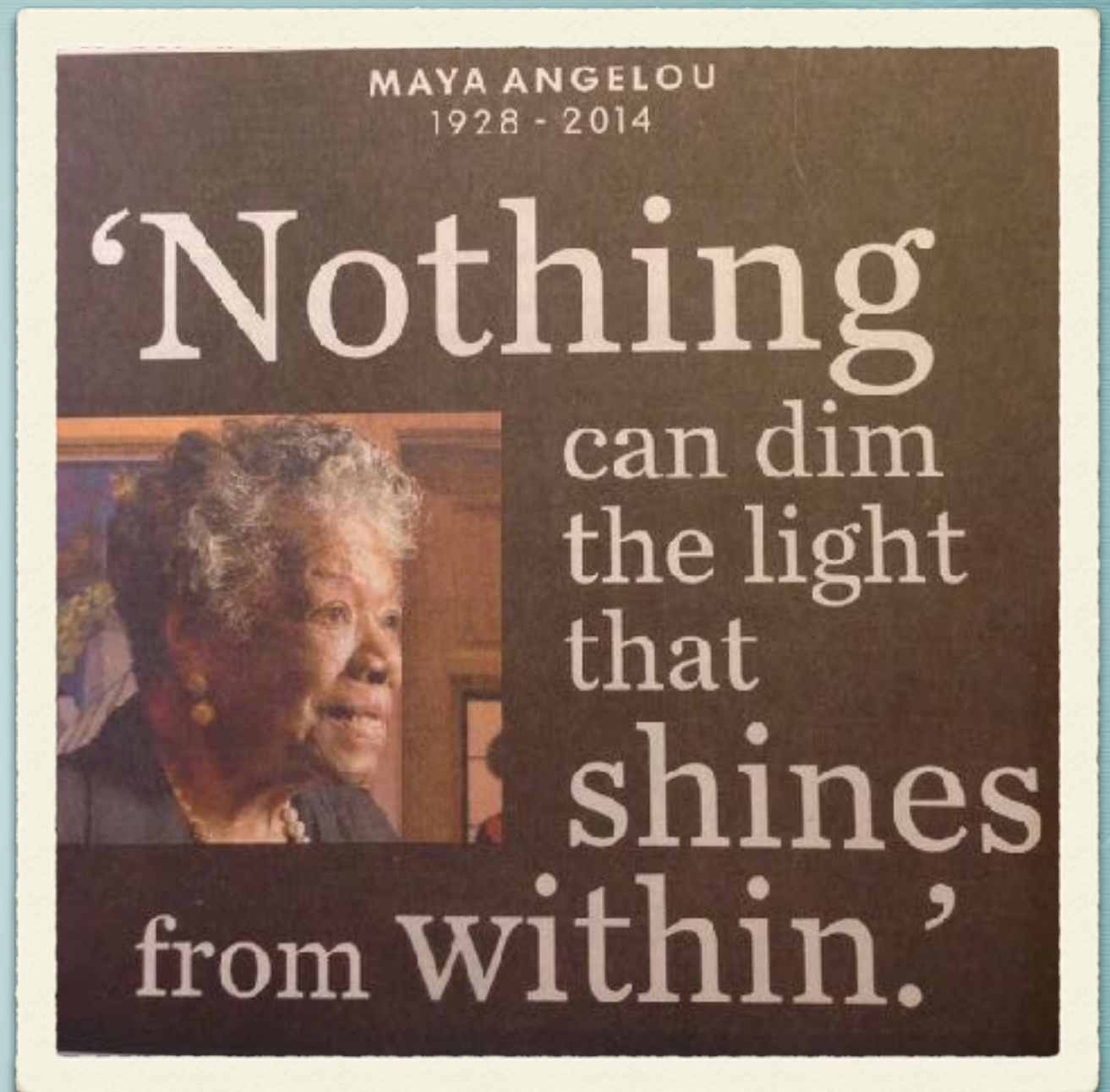
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What's Your UBP?

USP = Unique Brilliance
Proposition

What makes you stand
out, sets you apart from
others?

What are your unique
areas of brilliance?



UBP Touch Points

- * Education
- * Background/culture
- * Languages spoken
- * Former employment
- * Level of expertise/
mastery/certification
- * Personality
- * Experience working
with certain
populations/settings
- * Hobbies/Interests
- * Volunteer Activities

*“TO BE NOBODY – BUT YOURSELF –
IN A WORLD WHICH IS DOING ITS BEST,
NIGHT AND DAY, TO MAKE YOU
EVERYBODY ELSE – MEANS TO FIGHT
THE HARDEST BATTLE WHICH
ANY HUMAN BEING CAN FIGHT,
AND NEVER STOP FIGHTING.”*

~ E. E. CUMMINGS

Personality Profile Assessments

- * Myers-Briggs Type Indicator® (MBTI®)
- * Gallup's Clifton StrengthsFinder Assessment
- * DISC Profile
- * The Enneagram Types
- * The Fascination Advantage Assessment

Personal Brand Identity

- * What are you most passionate about?
- * What are your core values?
- * What are your strengths?
- * What's your Personal Mission Statement or Manifesto?



PERSONAL MANIFESTO

To live my life to the fullest, to enjoy every moment, to love deeply and without abandon, to use my talents and skills to help and connect with others, to be an active participant in the world and connect with other cultures. What motivates me is the fact that, as far as I know, this is my one and only chance to make an impact on this world and to live this life!

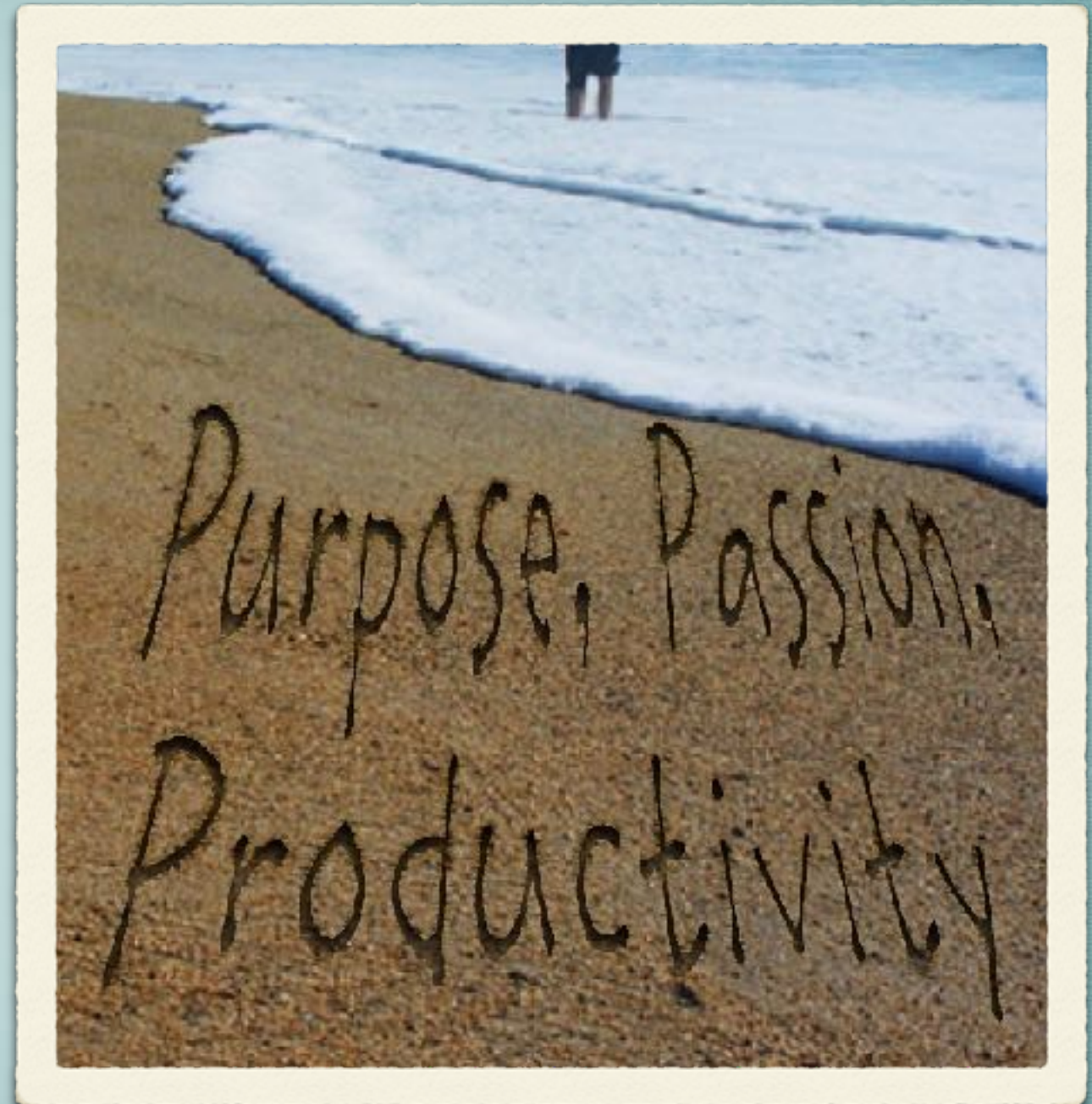
Career Mission

What is your career mission?

Mine is to marry my passions
with my profits.

Conscious choice to step into a
bigger purpose to help people
around the world and not be
geographically tied down.

"People, Profits, Planet"



Brand Touch Points

- * The way you touch the world with your brand.
- * How you promote your personal manifesto externally.
- * You have to be clear on your internal mission statement/personal manifesto first.
- * If not, your brand will be confusing, miss the mark, or at worse, be inauthentic.

Showcase Your Brand

- * Visual Components
- * Auditory Components
- * Print Components
- * Online Presence



First Impressions Count

- * It may not be PC to say so, but it is true.
- * You only have seconds before someone you meet formulates an opinion or impression of you.



Visual Components of Brand

- * Physical Presence
- * Facial Expressions
- * Clothing/Style
- * Hair/Makeup/
Personal Grooming
- * Colors



Smile

- * A smile attracts people to you - your unique brilliance is what keeps people captivated.
- * Impacts your attitude.
- * Smile is contagious.



Write & Speak Well

- * It is vital to be able to communicate effectively on an oral and written basis if you want to be perceived as smart and professional.
- * Know your audience.
- * If you struggle in this area, get assistance!

Auditory Components of Brand

Voice

Speaking Style

Accent

Word Choice

Elevator Pitch



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Print Components of Brand

Business card

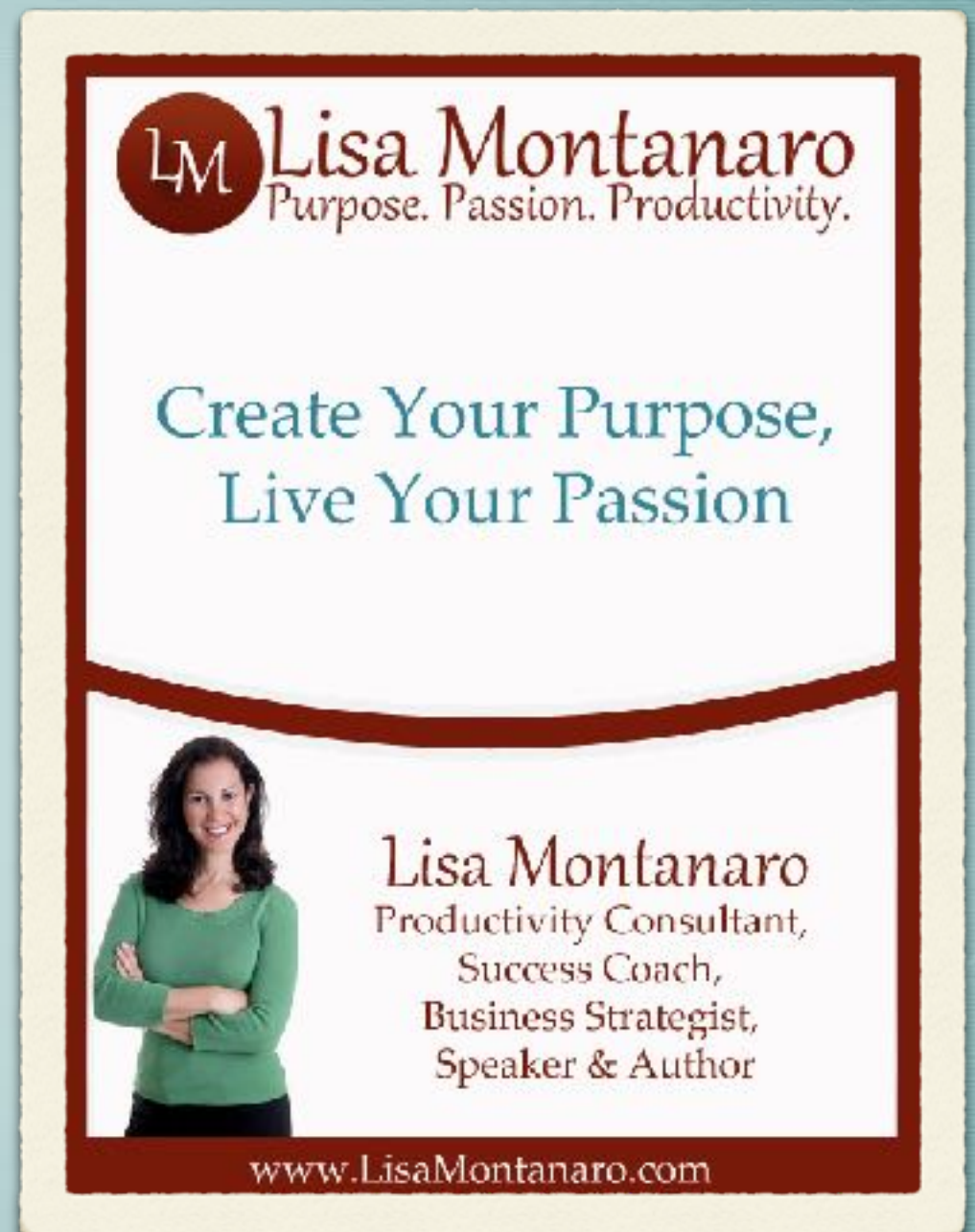
Resume/CV

Bio

Writing Sample

Publications

Writing Style



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Online Presence

- * Personal website/blog
- * Social media profiles
- * Entries on your organization's website
- * Online publications
- * Professional associations' website
- * Google search



5 Words Branding Exercise

- * Come up with 5 words that capture what is uniquely you -- your Personal Brand.
- * For some of you, this may be difficult.
- * List your 5 words before you leave here today, then compare them to what others say about you.



Your Brand as Perceived by Others

- * How do others perceive you?
- * Look at job evaluations, testimonials, references, recommendations for patterns of words/phrases.
- * Ask employers (past and present), colleagues, close friends and family.
- * Only ask those that are your “believing eyes.”

BE
YOURSELF

*An original is always
worth more than a copy.*

*“Always be a first-rate version of yourself, instead of a
second-rate version of somebody else.” ~ Judy Garland*

Cleverly Crafted Elevator Pitch

- * Expression of who you are, what makes you stand out, and why people (and organizations) want to work with you.
- * Grabs people's attention.



Positioning Statement

“I work with *[target market/client]* to help them *[results and benefits achieved]* so that they can *[transformation experienced]*.”



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Elevator Pitch Basics

- * Get to the point.
- * Have a conversation.
Deliver a series of smaller pitches that are progressive.
- * Learn something about the person talking to.



How, Now, Wow Method

- * Developed by Brian Walter of National Speakers Association (NSA)
- * Forces you to have a conversation instead of giving a canned, slogan/tagline filled sales pitch.
- * Avoids coming across as synthetic or an infomercial.

How = Core/Home

- * Core elevator pitch.
- * Basic formula of what you do, who you do it for, and benefits or results provided or received.
- * Articulate who you are, and what you provide.
- * Use in formal situations or when unsure who speaking to.



Now = For Example

- * Use this when person speaking to seems genuinely interested.
- * Opportunity to provide examples of your work, benefits provide, and results achieved.
- * Tailor to person you're speaking with if possible.



Wow = The X Factor

- * Clever and creative.
- * Extra factor that sets you apart.
- * Cool, memorable, a little punchy.
- * Brevity is key.
- * Don't waste it!



Yes!

Types of Wow Lines

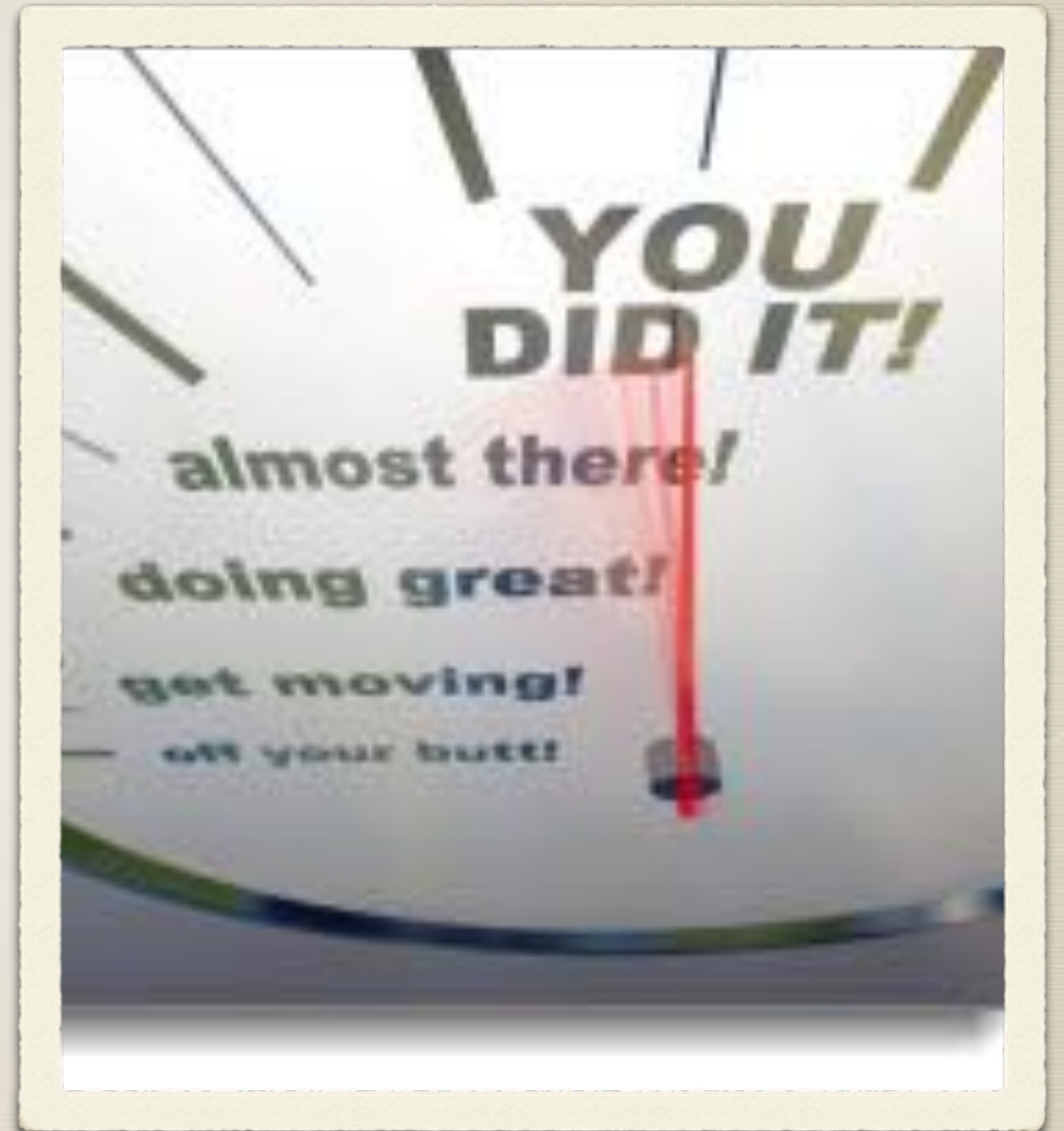
- * Describe what you do as a simile or movie trailer.
- * Craft your pitch as a question.
- * Paint a picture of results.
- * Make comparison to popular culture.
- * Believe that it is cool to work with you.
- * Exude passion.

Elevator Pitch Tips

- * Don't speak the way you write.
- * Play off the person you are talking to.
- * Master key points.
- * Change your pitch for those that know you.
- * Practice saying your pitch out loud & get feedback.
- * Forgo your pitch entirely if connecting on deeper level.

Practice Makes Perfect

- * Find an elevator pitch buddy.
- * Get feedback.
- * Record yourself with audio and video.
- * Practice at events and note response.
- * Try not to use your job title!
- * Give it time.





Thanks for your attention & participation.
Go showcase your Personal & Professional Brand!

Stay in Touch!

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