

Brand Basics

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Presenter: Jason Levin

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Today's brand basics agenda

- **Consumer brand**
- **Translate consumer brand to personal brand**
- **Use your personal brand to advance**

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Consumer brand definitions



- “A promise of a service or an experience”
- “Deliver perceived value to your consumer”

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Attract loyal customers! – ATR Framework

- Awareness
 - Unaided awareness
 - Aided awareness
- Trial
- Repurchase



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Retailers want to “win your trip”!

Trip mission

- Fill-in/quick trip
- Stock up trip
- Specialty trip
- Browsing trip



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Listen to your loyal followers as you evolve



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Making YOU the brand!



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Founder of personal brand

“Starting today you are a brand.

You're every bit as much a brand as Nike, Coke, Pepsi, or the Body Shop. To start thinking like your own favorite brand manager, ask yourself the same question...

What is it that my product or service does that makes it different?”

Tom Peters

“The Brand Called You”, Fast Company, 1997

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Consumer brand to YOUR brand!

Emotional benefits

Functional benefits



Packaging

Consumers/Shoppers

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Define your brand!



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Feedback defined

Feedback – *Noun*

“helpful information or criticism that is given to someone to say what can be done to improve a performance, product, etc.”

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The feedback experience



- Could make you uneasy. Highlights areas that you need to improve
- Fun to hear where you shine! Further reinforces your understanding of your strengths
- Can reconfirm the value you bring to the organization

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Seek feedback for a personal brand baseline



- Current perceptions
- Strengths
- Weaknesses
- Priority areas to improve



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Advice on receiving feedback



- Clear mind before the meeting.
- Engage in a conversation. Be open and motivated to learn when you hear things that are not favorable.
- Probe further for specific examples and write them down.
- Thank them for their time.

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Got my feedback. Now what?!



- Pick a reasonable date with your supervisors to check in and review your areas to improve.
- Design strategies to make these improvements.
- Seek feedback from your peers to further gauge your progress.

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Anticipation Tool - Customer Needs

	Anticipating Customer Needs			
Name	Your perceptions of their values and work style	Questions to ask them to better understand their work style	From whom can you get more data points?	One thing you can do to better align your work style with theirs

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Mind the Personal Brand Gap!

What do you think of yourself?



What do colleagues and superiors think of you?

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Be known and communicate your brand!



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Communicate a consistent brand to your consumers



- Personal relationships
- Colleagues and supervisors from past work experiences
- Alumni
- Professors
- Career center counselors
- Other industry experts

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Communicate your personal brand using social media



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LinkedIn

- Professional head shot
- Unique URL
- Clear exec summary
- Embed links in your profile
- Recommendations
- Endorsements
- Pushing out articles



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Engage ambassadors to communicate your brand



Sponsors Mentors

Clients



Vendors

Current/former
colleagues

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Jason's parting personal brand thoughts

- Your internal and external consumers are always shopping. Be top of mind when they want to buy.
- Manage and evolve your personal brand by seeking consistent feedback.
- Anticipate your consumer needs and speak their language.

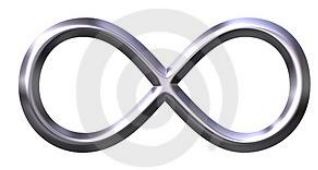
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Jason's parting personal brand thoughts



- Package your brand consistently in emails, meetings, conference calls, webinars, and presentations.
- Appreciate and keep in touch with your brand ambassadors
- Above all, be authentic and be yourself!

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Keep in Touch!



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- Follow me on twitter, [@jasoncareers](https://twitter.com/jasoncareers)
- Reach out to me with your career challenges, jason@readyssetlaunch.net

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What is my homework?

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YOUR brand!

Emotional benefits

Functional benefits



Packaging

Consumers/Shoppers

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Personal brand baseline worksheet

- Pick 3 people in your professional circle who can give you feedback on your work product and current personal brand? For what do they rely on you?
- What are 3 things they want you to continue to do more of?
- What do they believe are your top 3 areas of growth?

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Questions



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