

# Developing Your Brand

## Giving You the Power to Succeed

- ▶ Everybody has a brand and should be remembered through their brand. Your brand is your identity, your uniqueness and your verbal business card.
- ▶ In today's environment, most of us need to refresh our brand so we can have a clear identity that differentiates us from the competition and is current with the times. Your BRAND gives you the basis to:
  - ▶ Interview successfully and be memorable
  - ▶ Create powerful presentations
  - ▶ Sell an idea, concept or service
  - ▶ Position yourself for a new career
  - ▶ Close a sales pitch
- ▶ Brands are not stagnant but evolve and grow as you and your career grow and change. Changing careers, jobs and responsibilities are part of the fabric of today's workplace economy. Make sure you stay current with your messaging. A new brand for you may be simply a "Refreshing" of what you currently own or a complete "Reinvention" of yourself.



### Branding Statement

- ▶ Your *Branding Statement* is your value proposition translated as a verbal identity and should create interest, value and chemistry. It is not a job description outlining your functional areas of expertise strung together. It should be well crafted and concise and should only be about 7-15 words long.

### Branding Infomercial™

- ▶ Your Branding Infomercial™ is the first 2-3 sentences you tell the hiring manager when you are within the context of a formal interview. You should be able to adapt to conversation, answer questions and tell career stories that highlight your core competencies.



### Career Stories™

Your **Career Stories™** are unique and important. They should be used to communicate information to your interviewer that your *Elevator Speech* or *Branding Infomercial* cannot communicate. They are no longer than 2-3 minutes used to **form a bond** and **create trust** and **deeper understanding** of what drives you and your decisions. Gives insight into your character and, most importantly, how you fit with their team and culture.

Your **Career Stories™** are critical to being hired and should highlight your skills and core competencies and show that you bring exponential value to the organization. You need to have several career stories that each highlight your strongest core competencies. Be ready to tell these depending on questions that are asked you in the interview and the type of positions you are interviewing.

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