

To Brand or not to Brand that is the question?

How do you make an impact in today's very competitive market place? The brands that we purchase have visions, values, positioning and a personality. Take BMW, or Coca-Cola or Chanel - what is your first impression? Leaders in their respective markets, genuine, top quality, consistency, reliable, high-performers and so forth...

Why Are Brands Successful?

Brands succeed because they have real added values that are relevant to consumers and which the market place welcomes, i.e., not a 'me-too' brand. They enable consumers to identify products/services which promise specific benefits. They arouse expectations in the minds of the consumers about quality, price, value for money, purpose and performance.

In essence, brands allow companies to build extra value into products and services and to differentiate them from the competitors. Well-known brands, such as BMW, Coca-Cola or Chanel are a company's most valuable assets. So why not take the key branding principles and apply them to defining your unique self. So as to give you a genuine edge and to differentiate you from the competition – your individual brand.

Starting Your Personal Brand

So how do you get started? It's not straight forward. You may be tempted to work on the solution instead of examining the matter at hand. It is much better to think about your situation in an ordered fashion. To assist with this thinking, here are some questions to get you started

- What are your added values?
- How specific are they?
- What is your career statement?
- What impact do you have on others?
- Is it different at work? At home? With friends?
- What does your image say about you?
- Is it different at work? At home? With friends?

What Really Makes You Tick?

Knowledge is power and the more information you have about yourself, the more powerful your personal brand can become. Achieving what you want in life is about knowing what you can do, and what you can't do, and knowing what you would like to do and why. In order to develop your personal brand, you need to know your abilities, values, skills, aspirations, likes, dislikes, hopes and fears. You can use Psychometrics help you to find the answers.

As with all psychometric personality evaluations, there are no right or wrong answers and no good or bad results, but the report will enable you to potentially understand if your strengths and motivations match your life situation. With this information, you would then be able to use that knowledge to develop your personal brand and thus be better prepared for interviews, job suitability, self-development or personal development plans.

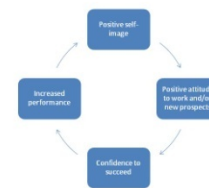
As the latest UK unemployment figures have reached over 2.4 million people (quarter 2 2009) and, as such, with competition fiercer than ever, this reinforces the need for those who are gainfully employed and for job seekers alike, to understand and then maximise their personality strengths through their personal brands. Whether it be to provide added-value to your organisation through a greater understanding your own personality, or to seek employment where your strengths, motivations and work style match an organisation's requirements and expectations most closely, psychometrics can help you to discover exactly what's stopping you from living the life you long to lead, and what you can do about it.

Your First Impression

Everything about you conveys vital clues about your personal brand. Armed with an understanding of what really makes you tick, you would then need to consider your appearance, style and image, postures, gestures, facial expression and eye movements too. So it is important to emphasise the right mix of physical attributes and attitudes in order to develop winning strategies which create the right impression of your personal brand. Overall, you need to create a consistent, visual experience that is pleasing to the eye. For a truly authentic look, you must examine your overall style, body language and behaviours. There are six key objectives which need to be addressed:

- Identify and maximise your best physical qualities with your personality
- Balance your look with colour and textures which complement your natural body shape
- Create style and flair which emphasises your best physical and personality attributes
- Live by your colour palette and choose complementary colours
- Visually balance your look with appropriate body language
- Deliver a believable and honest impression with behaviours that emphasis your brand image.

Through personal branding, a positive self-image can lead to a cycle of confidence and success which can be applied in your life role, career role, business role or in any other new prospective roles.



Author: Moira Russell Issued: 21/10/2009



Lifexpression is a leading personal branding and image consultancy based in London.

Website: www.lifexpression.co.uk

Email: discover-youridealsself@lifexpression.co.uk

Tel: +44 (0)207 569 6889

Fax: +44 (0)207 569 6889