



PERSONAL BRAND POWER!

I saw an amazing display of the power of a product's brand name one New Year's Eve.

I went to a local grocery store to purchase soft drinks.

While searching the end of aisle displays I gasped, then paused at what I saw. I stood there and took in the amazing moment. Had it been intentional, it would have been a masterful work of art and science.

The word **COKE** was spelled out in bold, black, capital letters as the product identification name for the soft drink aisle.

No other soft drink company or their product names were posted, only the word **COKE**. And it could be seen throughout the store as the end of aisle identifier and representative of the soft drink industry.

WOW, I thought, that's power.

Yes it's power, **BRAND POWER**, in its most influential form. It positioned *Coca-Cola* products as the industry's standard by which all soft drink products follow.

To be engrained so deeply in the mind of the consumer that it becomes the sole ambassador of its market is every organization's ideal dream, it's an ideal reality for *The Coca-Cola Company*.

Hopefully the employee's belief didn't cause serious problems for him, or herself or the grocery chain. It did strengthen *The Coca-Cola Company's* position as the consumers' product of choice, and weakened every market position of its competitors, talking about a window of opportunity. I would love to know how much it influenced sales.

This type of brand power is only earned through proper positioning. It begins with everyone at *The Coca-Cola Company* having a genuine belief in the company and its product—only then can consumer emotions be cultivated.

The Coca-Cola Company has not only mentally positioned their brands well into the mind of the consumer; they have successfully positioned their brands well into our hearts. Actually, it was the hearts of our grandparents, who in turn positioned our parents and they positioned ours.

And yes, our children are growing up hearing the word *Coke* used at home, in school and while out and about, securing its future market position.



Case-in-Point: Around the end of every year, you hear people singing, whistling or humming to the tune, *I'd Like To Buy The World A Coke*. And tell me, who can resist those polar bears.

Even when you're asked if you want a soft drink, you'll most likely be handed a *Coke*.

And how many times have you said or heard someone else say: Let's get a *Coke*, Would you like a cup of coffee or a *Coke*, I'm thirsty I need a *Coke*, and people are still mimicking the popular slogan, "*Have a Coke and a smile.*" And with that said, I think I'll do just that.

THE IDENTITY OF A COUNTRY BY A PRODUCT'S BRAND

How many products can you name that actually represent a country?

Products so powerful that when people see or consume them they instantly connect them to the country they are manufactured.



CREATING A POWERFUL BRAND PRESENCE

Quickly, name five popular global manufactured products, services or brands below:

1. _____
2. _____
3. _____
4. _____
5. _____

Did you name the manufacturer, or the products' *brand* name? What about people, how many globally known people made your list?

On average, people usually state actual brand names eighty-five to ninety-five percent of the time when identifying products opposed to naming the manufacturer.

We use brand names in everyday conversations much more than we realize.

Here's an example, how often do you say or your hear others say:

- Kleenex instead of facial tissue?
- Band-Aid instead of adhesive bandage?
- Pampers or Huggies instead of disposable diapers?
- Goggle instead of search engine?
- Coke or Pepsi instead of soft drink or soda?
- iPod instead of portable media player? and
- Tylenol or Bayer instead of acetaminophen or aspirin?

We tend to take our brands very personal—and we should, for they help us express to world how we feel about our environment and ourselves.

Our choice of brands speak volumes to everyone we meet without our having to utter a sound.

We willingly buy into marketing slogans and jingles; and expect them to excite us.

Today, we aren't just what we eat; we are the brands we use to fulfill our ideal expectations: we are the brands that we eat, drink, sleep, work and play in or with.

ASK YOURSELF: "CAN I ACTUALLY BE CONSIDERED A BRAND?"

OUR ANSWER: ABSOLUTELY YES.

If this type of recognition proves beneficial for products and services, could it prove equally beneficial for people?

Can Brand Pitt, Tyra Banks, Mariah Carey, and Oprah be considered brand names? Absolutely.

And they are.

Did you notice there was no need to say Winfrey, she is and will always be Oprah—who else can use only the first letter in his or her name on a magazine and everyone knowing to whom it's referring?

That too is personal brand power.

And although the name Brad is quite common, he could easily be recognized exclusively by his sir name Pitt, his brand-stand is just that powerful.

Now, what about you, how well are you connecting with your city's marketplace?

Are you considered the top, or one of your city's top staffing employees requested by name when a staffing employee is needed?

Regardless of your reasons for working in the industry and how long you plan to stay, this guidebook will help you create and position a personal brand style that will benefit you throughout your career.

A key point to keep in mind:

- Brands can lose their power and value; no brand is immune to failure or defeat.
- Protect your brand by staying focused on your mission and guiding principles.
- Set clear goals that are easy to identify, that offer constant feedback to ensure you always know where you are and where you are going.
- Create a mission statement and guiding principles that transcend change.
- Make sure your passions are in no way connected to money, fame, excessive recognition, or non-purposeful self-indulging power.

If you keep these attributes at your forefront, you will go a long way!

Now, what do you want people to think when they hear your name? How do you want them to feel? That perception is the power of a personal brand.

Are you ready to take your brand stand?

This is a results-oriented action plan. You will see yourself becoming excited and implementing its strategies immediately.

Positioned To Win

When your brand is properly positioned, you will find that people who you have never met will approach you on assignment with words of compliment, telling you how much they and others appreciate your work. You will be invited to participate in meetings and company events that company employees have not been invited. You may find yourself being called one day, just out of the blue, into the office of a company's CEO, COO, president, vice president or other corporate executive, in an attempt to see if your exposure to different business environments, will prove beneficial in helping them solve a dilemma.

All you have to do is make sure that you are moving forward by what you plan, record and pursue in your journals.

With that said, why don't we get started!

Successful people use a strategic plan of navigation to ensure that their goals will be successfully achieved from beginning to end.

In this section, you will plan, create your career path, and begin pursuing your personal and professional goals that will position you as one of your city's most sought after professionals, while achieving your ideal career goal.

You will follow a systematic approach and create your personal brand identity.

There are seven steps to securing a brand. We've broken them into three phases:

Phase 1: Know Yourself

Phase 2: Identify Your Ideal Career Goals, and

Phase 3: Create Your Personal Plan of Action

It is important that you work through each phase respectively; they are made to work in succession.

So, here's to you and your ideal brand!

Let's begin with a three-phase shout out?

PHASE ONE:

KNOW YOURSELF!

If you don't know yourself, the things that challenge you, and what you truly enjoy doing, how can you know all that you are capable of achieving?

What type of workday would you be excited to wake up to every morning?

What type of work would you enjoy doing all day, that would cause you to lose track of time opposed to keeping track of when it's time to leave for the day?

What type of work would you enjoy thinking about on the way home from work?

How doable do these questions sound? It's okay if they seem a bit far fetched. In time, you will understand these acts of career satisfaction.

DISCOVER YOURSELF!

Let's Find out Who You Are and What you Truly Enjoy Doing.

Have you ever watched a movie where the events taking place were so critical that the local police force was out numbered and out equipped to handle the situation?

Remember how everyone felt a sense of safety when the **SWOT** van pulled up and the agents bailed out one by one, with their special weapons and dressed in their special black uniforms with the big white letters **SWOT** on the back of their uniforms? Even before the event unfolded, you knew the bad guys were done for.

That's the type of strategy you will use to get from where you are now to where you want to be in your career. This is the strategy that every successful company use.

In this section, **SWOT** will be one of your career allies.

When you go on assignment equipped with the knowledge you will gain from your analysis, people will know that you have special qualities that can make things happen and get the job done.

SWOT is an acronym that stands for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats, and enable you to consider how you will carefully consider your career action plan in the following areas:

1. **Strengths:** Those personal and professional qualities that make you look and feel like you can walk on water.
2. **Weaknesses:** Our personal and professional limitations.
3. **Opportunities:** External factors that will prove beneficial in the achievement of your career goal.
4. **Threats:** External barriers that can prevent you from achieving your career goals.

YOUR INTERNAL ENVIRONMENT

PHASE TWO:



Identify Your Career Goals!

What do you enjoy doing so much, that you would actually do it for free? What excites you; get your juices flowing, what makes your day?

PHASE THREE:

Create Your Personal Plan of Action

How exciting would it be if a famous anthropologist personally wrote to you inviting you to accompany him/her on a dig of a lifetime and included a copy of the plan of action? That's how well you should create your plan of action. Make it so exciting that you smile with excitement every time you read it.



DID YOU KNOW?

In this section, we will use the same marketing and personal selling strategies that global corporations use to create the products and services we use daily.

So, grab your writing gear, get comfortable and enjoy the journey!

READY TO GET BUSY?
LET'S MAKE YOUR CAREER HAPPEN!