

CATEGORIES: Personal Branding, Sales, Communication

TITLE: The Fascination Factor: Authentically Communicate Who You Are at Your Best

Most personal branding techniques give generic tips about how to make a good first impression. Yet, the whole point is to stand out and rise above the competition with your authentic traits. Avoid following one-size-fits-all techniques or else you just blend in with everyone else. David Ogilvy, one of the smartest branding minds in history, said this: "Tell the truth, but make the truth fascinating." When you know the truth of who you are at your best, you can be both authentic and fascinating. Your customers and co-workers don't want the plastic version of you. Nobody wants to talk with a fake cardboard cut-out. Your personal brand is NOT the same thing as your marketing or resume. It's not your business card, or your blog, or the color of your website. Are you focusing so much on the other person (your customer, your client, your manager) that you're losing your you-ness? Don't focus so much on what you think someone else wants, that you lose who you actually are. Identify who you are at your best and the advantages that highlight your greatest value. Build your brand around those core qualities and you'll never feel like a manufactured persona. Everything falls into place when you have a clear focal point for your communication. You can stop struggling and start doing more of what you're already doing right.

LEARNING OBJECTIVES:

- * Identify your top two unique personality advantages and archetype
- * Distinguish how you're most likely to add value
- * Develop a clear focal point for all of your communication
- * Introduce yourself authentically with confidence
- * Craft the perfect words to prepare for crucial interactions
- * Influence people to listen and take action

BEST AUDIENCES:

Sales, Entrepreneurs, Associations, General Public