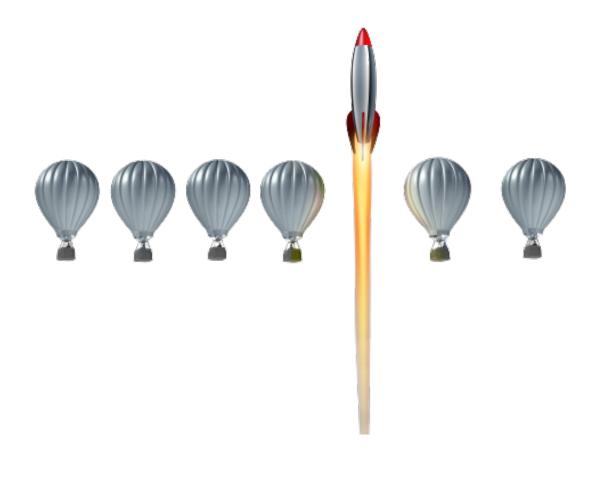
HOWTOFASCINATE® DISCOVERED BY SALLY HOGSHEAD

8 WAYS TO APPLY YOUR PERSONAL BRAND STATEMENT



BY SALLY HOGSHEAD

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YOU HAVE QUITE POSSIBLY WRITTEN THE FINEST PERSONAL BRAND STATEMENT IN HISTORY.

By now, you've managed to wrap yourself up in a nutshell and cut to the core of your being. Poets, preachers and politicians would struggle to craft a finer homage to themselves. But now what? Should you simply saunter up to influential people and recite your statement proudly?

Potentially, yes!

But here are eight other creative ways to use your personal brand statement.

(1)	EMAIL SIGNATURE	
	■ ▼ From: ↓ My pleasure. If you need anything else, please just ask. – Jenn	
<	Jennifer Foley Executive Strategist 404.555.8734 If play Wowtofascinate.com "I have a selective skillset that allows me to develop intriguing problem-solving techniques and come up with solutions to our clients' most complex obstacles."	

A lot of business takes place over e-mail and that makes building relationships difficult. Add your personal brand statement to your signature line and add **TRUST** to your communications.

2) LINKED-IN PROFILE

E	xperience
	Sales Executive Edit
	Massive Dynamic, Inc. February 2006 – Present (6 years 4 months) Jacksonville, Florida
	I have the credentials and reputation of a man twice my age. Words I love include: impeccable, expertise, best-in-class, and - most importantly - results.
	4 visible recommendations for this position. Manage

Like it or not, people are looking you up on the internet. And in the business world, at least for now, the main hub is LinkedIn. If you're not on it, get on it. Then you can let people know what you do and who you are by posting your personal brand statement.

3) TWITTER BIO



If you want people to care, you have to offer a little more than witty observations and political rants. Help your followers get a better glimpse into the person behind the one-liners by sharing your personal brand statement.

4) BUSINESS CARD



It's been said that, in business, your card is as important as your handshake. What better way to tell someone your story right off the bat than to print your personal brand statement right on your card?

5) COMPANY WEBSITE - EMPLOYEE BIOS



Give your employees an opportunity to shine on your website by including their personal brand statement in their bios.

6) MISSION STATEMENT

MISSION STATEMENT

My goal is to shine a new light on your business and deliver opportunities for growth and optimization via surprising insights, independent problem-solving and unassuming communication.

In many ways, your personal brand statement is a mission statement. Use it to let potential clients know who you are and what you stand for.

DIRECTION TO MARKETING TEAM

CREATIVE BRIEF

PROJECT DESCRIPTION:

Programming and design for new company webite

ASOUT US:

We are considered a Blue Chip. We have earned a respected name because of our uncompromising results. People call our methods classic, but like a Rolls-Royce, they are still Best-in-Class.

Share your personal brand statement with your marketing team or the guy who's designing your website. It's important they fully understand who you are and what you're trying to accomplish.

8 FACEBOOK



Surely, you saw this coming. Facebook is where people connect. Business people too. Maybe it's time to take down that photo from New Years you don't remember taking and post your personal brand statement instead. It does matter.

STAND OUT OR DON'T BOTHER.

THE LEGAL STUFF... we'll keep this quick for hyper efficiency!

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