



HOWTOFASCINATE®
DISCOVERED BY SALLY HOGSHEAD

8 WAYS TO APPLY YOUR **PERSONAL BRAND STATEMENT**



BY SALLY HOGSHEAD

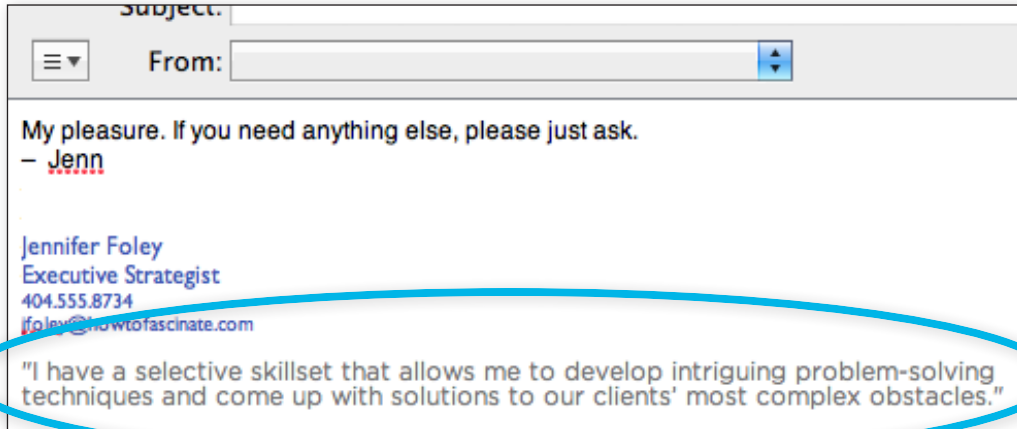
YOU HAVE QUITE POSSIBLY WRITTEN THE FINEST PERSONAL BRAND STATEMENT IN HISTORY.

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!

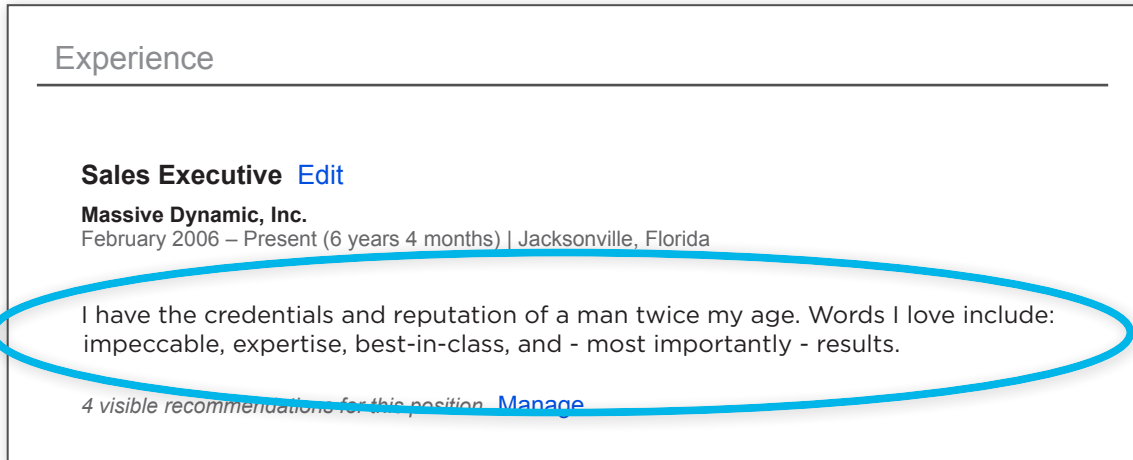
But here are eight other creative ways to use your personal brand statement.

1 EMAIL SIGNATURE



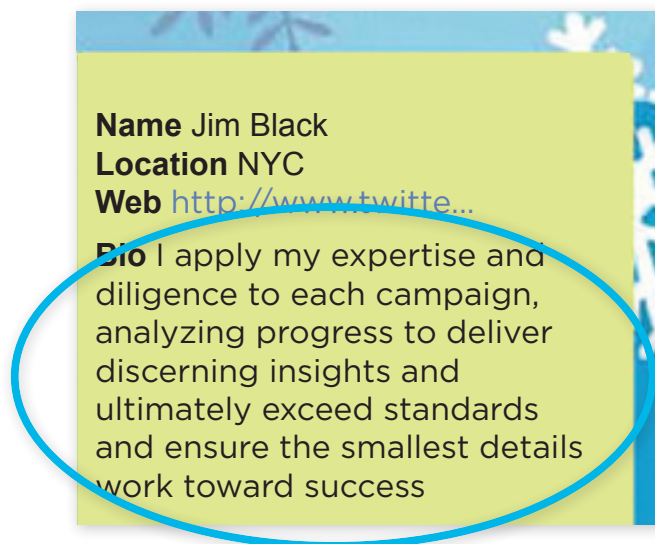
A lot of business takes place over e-mail and that makes building relationships difficult. Add your personal brand statement to your signature line and add **TRUST** to your communications.

2 LINKED-IN PROFILE



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



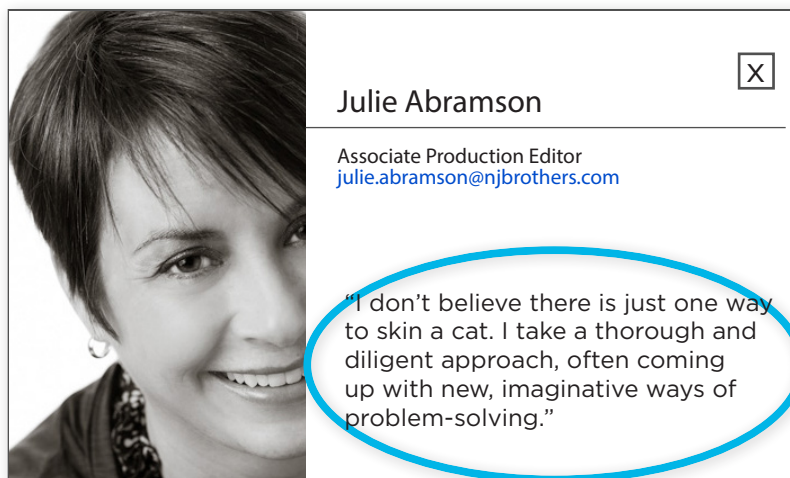
If you want people to care, you have to offer a little more than witty observations and political rants. Help your followers get a better glimpse into the person behind the one-liners by sharing your personal brand statement.

4 BUSINESS CARD



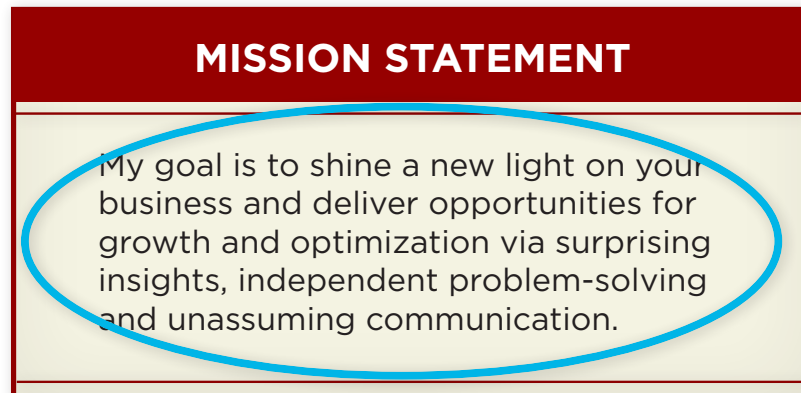
It's been said that, in business, your card is as important as your handshake. What better way to tell someone your story right off the bat than to print your personal brand statement right on your card?

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



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.

7 DIRECTION TO MARKETING TEAM



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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