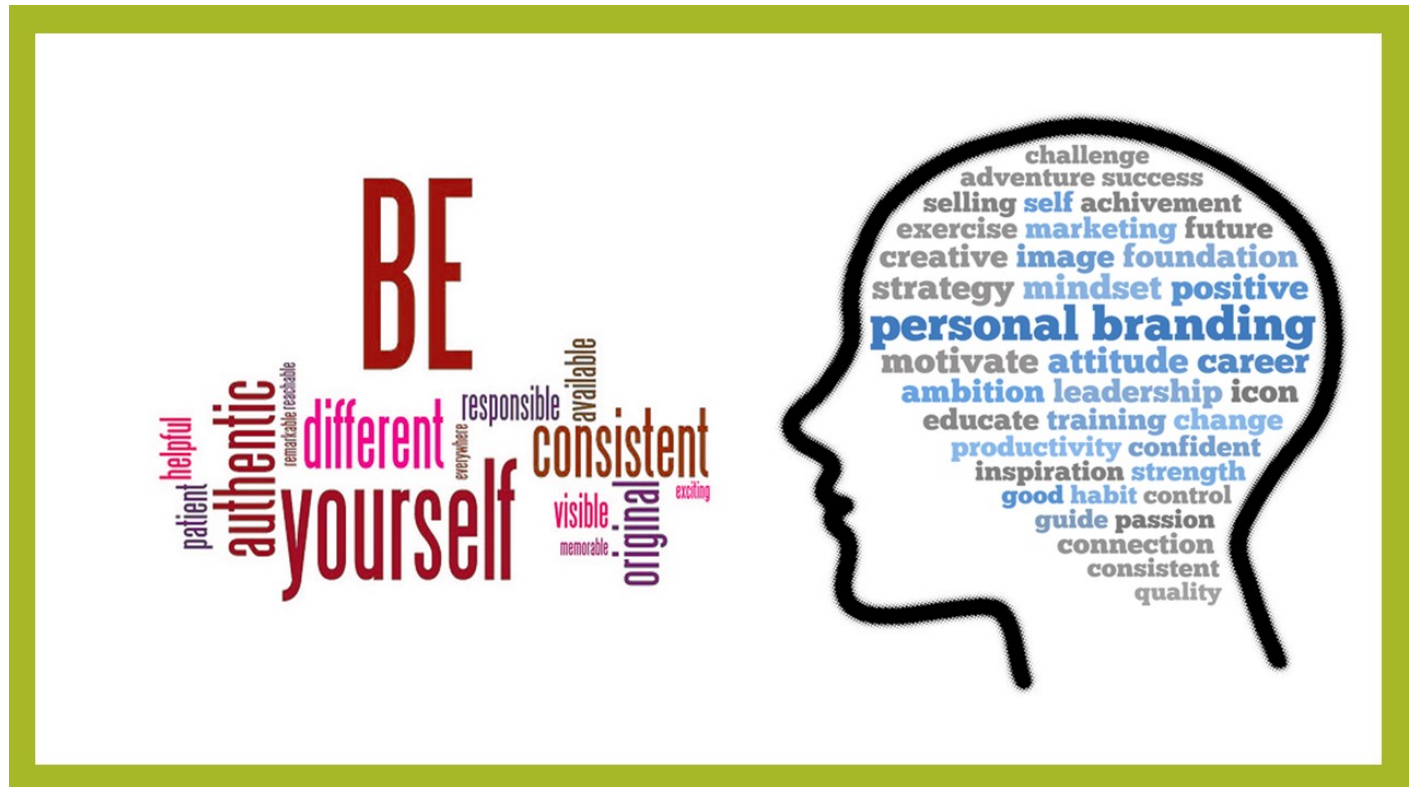


## Who Are You?

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Related Categories: Branding



In today's world, good ideas seem to show up as a 'buzz' word or a clever 'tweet.' One such buzzword that has shown to be a keeper is 'PERSONAL BRANDING.'

But what is Personal Branding? And how does one get a Personal Brand? We all know the term branding. Products are branded - Air Jordan's, Beats, Ferrari - Services are branded - Jet Blue, Ritz Carlton, E Trade - People are branded - Oprah Winfrey, Beyoncé, President Obama - why not you?

Most of us think we know whom we are, what are passions are, how we appear to others. Think again. How we appear to others and the opinions others form of us in a short period of time may not be the same as what you perceive. You would not post the same content on your personal Facebook page as on your LinkedIn page! This is an important concept in today's business world. When you are in the job market competing against people with similar talents and backgrounds, what will set you apart? Why will your brand be chosen for the job or promotion?

While there are many ways to develop your personal brand, most experts agree that the way to start is to do a 'Brand You Audit.' In the book, "Brand You, by Jerry Wilson and Ira Blumenthal, seven steps to Brand You include:

1. Do the Brand Audit
2. Assess your Brand You image
3. Determine Your Brand You identity and Essence
4. Position your new Brand You
5. Set your Brand You goals
6. Establish your Brand You strategies
7. Implement. Monitor and Adjust your new Brand You

So get started on developing your personal brand and see how it can affect your future!!!

### Resources:

Chritton, Susan (2014), "Personal Branding for Dummies," John Wiley and Sons, 2nd ed. Hoboken, N.J.

Clark, Dorie (2013), "Reinventing You," Harvard Business Review Press, Boston, Mass.

Wilson, Jerry and Ira Blumenthal, (2008), "Managing Brand You," Amacon, New York, N.Y.

\*Image sources: [www.unomaha.edu](http://www.unomaha.edu); [www.socialmediatoday.com](http://www.socialmediatoday.com)

Kathleen Bay O'Leary, Ph.D., is Associate Professor of Marketing in the Huizenga College of Business and Entrepreneurship, Nova Southeastern University. Contact her for more information on Personal Branding at [koleary@nova.edu](mailto:koleary@nova.edu) or 954-262-5173.