



Building Your Personal Brand: Standing Out in A Crowded Market and Succeeding

Purpose

- The purpose of this presentation is to help marketers build their own brand and identity which will assist them in standing out in a saturated market

Description

- This presentation will provide the tools necessary to build a personal brand and lead in any market
- It will help marketers to be more entrepreneurial and put their energy and time into the right things

Learning Objectives

1. Identify elements involved in building one's personal brand
2. Tapping into the Law of Attraction
3. List some Dos and Don'ts of marketing and building one's personal brand

Introduction

- Marketing and promoting in senior care is one of the most challenging things to do in the entire industry
- You are selling something that no one wants – to live in a senior care residence

- Your personality is critical in marketing and promotions
- People refer to those they like and trust
- If you have been marketing for a long time, perhaps a reset of your identity or personal brand is needed

- It can also be very useful to tap into the Law of Attraction and create a new energy that will draw more referrals and “Birds of a Feather” your way

Learning Objective 1

Identify elements involved in building one's personal brand

Intent

- The “how” matters as much as the “why”
- This includes a commitment to service, a desire to provide real value, and a love of teaching

- Always show up with value first
- Customers react emotionally when they feel that you care about them
- Help customers solve problems, achieve more and feel better
- CARE is still the best marketing strategy and form of leadership

- It's not always about how much you know; it's about how much you care
- You and I can create anything we want if we have the passion, energy, hustle and commitment to our vision

Authenticity

- Your intent will be reflected in your authenticity
- Wake up eager to share and create something because you believe the world will enjoy it

- Always respect your audience
- Find a niche that you're good at and drive it

Passion

- Some people make lots of money but they're not happy
- People who work around their passion love life
- There's no point in doing what we do with no passion

- When you're passionate about what you're offering the world, your product or service will get noticed, talked about and valued
- Be passionate about giving
- “Passion is your backup generator when all your other energy sources start to sputter... and passion keeps you happy” (Gary Vaynerchuk)

How to Create more Passion

- Embrace your DNA – do what you're good at
- Tell stories in authentic ways
- Go deep , not wide – stop chasing numbers and focus on bringing more value to your customers

- Everyone of us needs to become a brand
- Be yourself

Patience

- Passion and patience go hand in hand
- Focus more energy on building your personal brand around unparalleled customer service and leadership

- “You have no reason to start acting like something special until you actually have something special to show for it...even then, don’t act special” (Gary Vaynerchuk)

Speed

- Patience is for the long term; speed is for the short term
- The pressure building between the two produces the diamond

- Put whatever tool you have to use daily
- Use your time wisely and efficiently
- You need to always be in “Do Mode”

Work

- More work and less leisure until we have success
- Balance work with family life
- Make them a part of your journey if you can
- Create something daily
- Engage with your community

- Meet with 2 or 3 people a day who can get you more awareness, distribution or sales and closer to your goals

Attention

- Where are people's eyeballs going?
- What are your customers talking about?
- What are the newest trends in hospice?

- What are some of the biggest problems we can help with?
- Wherever the attention goes – there we go

Learning Objective 2

Tapping into the Law of Attraction

Understanding the Law of Attraction

- You are a very powerful form of energy, much like a magnet
- The energy that you send out to the world seeks similar energy and is returned to you

- Energy = the way you behave, speak, and think both consciously and unconsciously
- We send vibrations out to the world and we feel vibrations from others

Three Important Steps in Achieving What You Want

1. Ask for what you want & engage in purposeful action
2. Believe that you will accomplish it and put your beliefs into practice
3. Receive it with eyes wide open and practice gratitude

Important Elements of the Law of Attraction

- Setting and measuring Goals
- Serving with Purpose
- Finding and sustaining Meaning in your work and personal life

- Choose your emotional and attitudinal state
- Is your glass half empty or half full?
- Do you lean towards pessimism or optimism?

- Power of Positive Attitudes
- Power of Love
- Power of Gratitude
- Power of Relationships
- Power of Group Energy
- Gift of Visualization
- Gift of Imagination

Learning Objective 3

List some Dos and Don'ts of marketing and building one's personal brand

- Be unique and memorable in your own signature style
- Do things that are interesting and fun
- Stay honest
- Produce something, become a bigger brand or personality and own it

- Earn people's respect and loyalty when we let them see up close and dirty
- Be purposeful, intentional, mindful and meaningful
- It isn't the number of accounts, clients, or customers you have but the quality of these people

- The only thing stopping you from building a better brand is you
- Align all of these essential components up and you'll be more successful

- Don't fear failure
- Don't fear you're wasting time
- Don't fear that you're appearing to be vain
- Set your mind to **SUCCESS**

- Invite people's attention and then show them that you care deeply enough to keep it



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