

# **Managing Brand YOU**

**7 Steps to Creating Your Most  
Successful Self**

***Your Personal Work Book with Tips***

By  
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## Overview

Managing Brand YOU is rooted in the threshold question, “What if you thought of yourself as a Brand?” The 7 Step System will provide a roadmap for your very own personal exploration.

- What is your inner essence?
- Who would you like to become?
- What “space” in life would you like to occupy?
- When will you be more fulfilled and successful in your eyes and the eyes of those who matter to you?

These and many other questions will be answered as you embark on your customized journey. This process is **NOT** meant to be some short cut to merely changing your external appearance or getting on a treadmill. It is a comprehensive assessment of what you truly want to stand for and how you plan to differentiate yourself from others.

The key to success lies in your level of honesty, rigor in the process, and your commitment to self improvement.

Use this work book as your own canvas and paint a self portrait that makes you proud.

The 7 Step System is a stair step approach, beginning with your own Brand YOU Audit. This provides the foundation of the remainder of your journey, so it is a critical step. Once this step is complete, you will work to understand your current Brand Image. These two initial steps help you to better understand your current situation. The remaining five steps are focused on who you want to become. From this current situation, you will move into your new Positioning which will be supported by specific goals, strategies and a bona fide implementation plan. By staying true to the process and completing each step of this system, you will improve the chance that you will actually transform your life.

***SEVEN STEPS TO A BRAND NEW YOU***

**Implement**

**Strategies**

**Goals**

**Positioning**

**Identity**

**Image**

**Audit**

## Step One: Brand YOU AUDIT

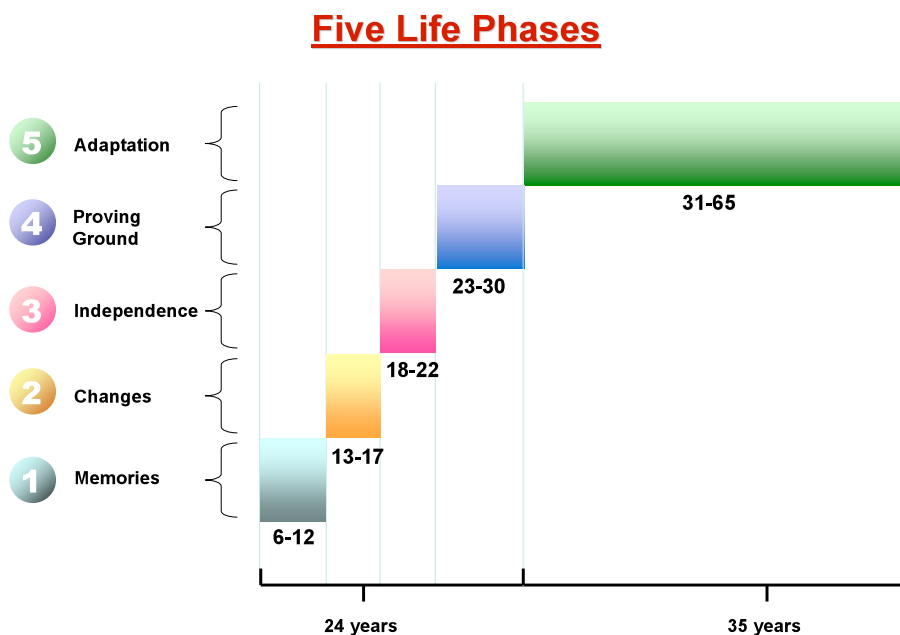
You are a function of all of your life experiences up to this point. Whether these are positive or negative, happy or sad, enlightening or disappointing, you will be surprised how even the smallest occurrences have shaped the person you are today. Perhaps this was a high school failure, a job promotion, or a social setback, each of these moments have contributed to your current Brand YOU.

During this Brand YOU Audit Step One, you will literally chronicle your life to this point. You should log the various memories, situations, activities that occurred during each of your life phases. For simplicity, view your life in five distinct stages beginning with your earliest childhood memories and progressing all the way up to today. Be as thorough as you can to bring out all those activities that have helped shape who you are and how you are wired today.

Everyone has had setbacks but successful people take each situation, take life learning and move forward. This AUDIT exercise will allow you to derive learning from these various life stages.

### Brand Audit – Step 1

A



## **Brand YOU Audit Worksheet**

<b><u>LIFE PHASES</u></b>	<b><u>Ages 0-12</u></b>  <i>Memories</i>	<b><u>Ages 13-17</u></b>  <i>Changes</i>
<b>Activities, Affiliations, Successes</b>  <b>Failures</b>  <b>Disappointment</b>  <b>Satisfaction</b>  <b>Anything of Importance</b>		
<b>Core Themes</b>		
<b>Life Learning</b>		

## **Brand YOU Audit Worksheet**

<b><u>LIFE PHASES</u></b>	<b><u>Ages 18-22</u></b> <i>Independence</i>	<b><u>Ages 23-30</u></b> <i>Proving Ground</i>
<b>Activities, Affiliations, Successes</b>  <b>Failures</b>  <b>Disappointment</b>  <b>Satisfaction</b>  <b>Anything of Importance</b>		
<b>Core Themes</b>		
<b>Life Learning</b>		

## **Brand YOU Audit Worksheet**

<b><u>LIFE PHASES</u></b>	<b><u>Ages 31-Present</u></b>  <i>Adaptation</i>
<b>Activities, Affiliations, Successes</b>  <b>Failures</b>  <b>Disappointment</b>  <b>Satisfaction</b>  <b>Anything of Importance</b>	
<b>Core Themes</b>	
<b>Life Learning</b>	

## **Step Two: Brand YOU IMAGE**

Think of your Image as the total perception of how you are viewed by yourself and by others. This is the reality check. You may be walking around thinking you are viewed as a very together and focused professional but if everyone else sees you as a very disorganized and unreliable team member, then you are living in a false reality. It is not as difficult as you may think to determine your current Image. In fact, every day you receive clues to how you are perceived. Whether these are manifested in direct comments, indirect non-verbal cues, or whatever, people send out messages of how you are viewed each day. Opening your mind to receive these messages is very important in setting your current situation.

Be honest with yourself and you will be amazed at how powerful this step can be in reformulating Brand YOU.

### **Three Easy Steps to Clarifying the Brand YOU Image**

- 1. Think of the many “little” comments have made to you over the past couple of years and write these down.**
- 2. Use an on-line personality self assessment tool like Myers Briggs to gain a better outside-in perspective of yourself.**
- 3. Interview a trusted friend or colleague using a predetermined line of open ended questions.**

**Brand YOU IMAGE Worksheet**

<b><u>Recent Feedback from Friends</u></b>	<b><u>Self Assessment Tool</u></b>	<b><u>Personal Questions to Pose to Yourself and a Trusted Friend</u></b>
<p>Simple comments may be a clue to their perception of your current image.</p> <p>Remember exact statements people have made to you in passing like:</p> <ul style="list-style-type: none"> <li>➤ You are so caring</li> <li>➤ You are always positive and optimistic</li> <li>➤ Why don't you look on the sunny side of life?</li> <li>➤ When are you ever happy?</li> <li>➤ How did you make that decision?</li> <li>➤ Etc.</li> </ul>	<p>Example:</p> <p>Jung-Myers-Briggs Typology, <a href="http://www.humanmetrics.com">www.humanmetrics.com</a></p> <p>Myers and Briggs Foundation</p> <p>MBTI (Myers-Briggs Type Indicator)</p>	<p>Am I reliable?</p> <p>Do I over promise and under-deliver in my commitments?</p> <p>Am I punctual?</p> <p>Do I show respect to others?</p> <p>How often do I reach out to others?</p> <p>Am I trustworthy in my dealings with others?</p> <p>Am I manipulative or sincere with others?</p> <p>How do I look in the mirror?</p> <p>Am I happy?</p> <p>Am I mean to others?</p> <p>Am I optimistic?</p> <p>Am I a team player?</p> <p>Do I enjoy social activities?</p> <p>Do I ever take time to develop myself in areas of personal interest?</p> <p>Do I listen to what others have to say?</p> <p>Am I too judgmental?</p>

**Brand YOU IMAGE Worksheet**

<b><u>Recent Feedback from Friends</u></b>	<b><u>Self Assessment Tool</u></b>	<b><u>Personal Questions to Pose to Yourself and a Trusted Friend</u></b>

### **Step Three: Brand YOU IDENTITY**

Now that you have a solid understanding of what events have shaped who you are today, and you have a better grasp of your current image, it is time to shift your focus to the person you want to become. This is where you will want to look deep inside you and identify your inner essence. Think of your Brand YOU essence as a guiding light within you. This essence represents what you stand for, those principles that cannot be compromised or you will be out of balance. During this identity work, you will also identify certain core strengths that you have developed over the years. These “equities” will provide transferable skills that can be redeployed into a different direction, vocation, or personal relationship.

The most important asset you manage is your time. The number of hours in a day, week, or month is a finite quantity and it is important that you are “investing” your time in areas of personal interest rather than “spending” your time in activities that bring you down.

There are several tools in this Step 3 that will assist you in establishing your new Brand YOU Identity.







**Brand YOU IDENTITY Time Balance Grid**

	<i>"JobTime"</i>	<i>"Chore Time"</i>	<i>"Obligation Time"</i>	<i>"Other Time"</i>	<b>% of Available Time</b>
<b>Required and LIKE</b>					
<b>Not Required and LIKE</b>					
<b>Required and DISLIKE</b>					
<b>Not Required and DISLIKE</b>					
<b>TOTAL HOURS</b>					
<b>% of Available Time</b>					

## **Step Four: Brand YOU POSITIONING**

Positioning Brand YOU is both an art and a science. Successful brands focus their efforts on a chosen set of consumers and their needs. In so doing, these brands are willing to sacrifice and avoid trying to be all things to all people. Unfortunately, as individuals, many people try to be all things to all people. In this situation, you may be meeting some of the needs of a lot of people, while not meeting the needs of those who really matter, including yourself. This concept of positioning is reliant upon the notion that a brand is:

### **➤ PROMISE + EXPERIENCE = RELATIONSHIP**

Therefore, if you make a promise to yourself or a friend, and do not keep the obligation, then you are not delivering an experience that is consistent with the expectations. Consequently, your relationship with this person is diminished. If however you are a person who regularly delivers the experience that you have promised then your relationship is growing.

Ultimately, you want to become a Brand that people “Insist” upon when it comes to areas of personal interest to you. This, too, is a sequence of steps beginning with how people become aware of you and then the various interactions that either build Brand YOU Insistence or Brand YOU Rejection.

Consumer goods companies spend a great deal of time and effort on clearly defining the “target audience,” the brand promise and how it will be actually delivered to the end users.

Similarly, you are now ready to craft your very own positioning statements and decide who really matters in your life. Focus on these few groups of people, starting with yourself and you will be amazed at how much more control you will have in your life.

One concept that will help you is the idea that we all have “job descriptions” regardless of your vocation. Whether you are a CEO or a Home Maker, you have a job description. It is up to you to determine how limiting or liberating you define this job description. Therefore, you will want to write an inspirational job description that allows your Identity to shine.

## The Brand Insistence Model

INSISTENCE

Build Loyalty

Acceptance (or Rejection)

Retry

Reflection Point

Trial

Awareness

**Brand YOU POSITIONING Job Description**

<b><u>Job Description</u></b>			
<b><u>Department</u></b>			
<b><u>Reports to</u></b>			
<b><u>Overall Responsibility</u></b>			
<b><u>Key Areas of Responsibility</u></b>			
<b><u>Works with</u></b>			
<b><u>General Qualifications</u></b>			

## Elements of the Brand YOU Positioning Statement



- To \_\_\_\_\_ (Target Audience) \_\_\_\_\_.
- Brand X is \_\_\_\_\_ (Frame of Reference) \_\_\_\_\_.
- That \_\_\_\_\_ (Point of Difference) \_\_\_\_\_.
- Because \_\_\_\_\_ (Support) \_\_\_\_\_.

- The **target audience** is that group of consumers who you are aiming your brand promise, premise and efforts toward.
- One's **frame of reference** sets the tone for what space you plan to occupy. What "life category" do you want to participate in? Whereas in corporate branding this reference point refers to the competitive set, as you think about your personal brand, this frame of reference should describe the areas in which you plan to participate and excel.
- This **point of difference** for your personal brand will describe the **special benefits** you provide to your target audiences. What benefits do you bring to yourself? What benefits do you bring to other important audiences like your family, co-workers, club members or whatever audience you have selected?
- The **support** is the evidence that the statement is true. These "**proof points**" must pay off the **point of difference**. The support shows that the point of difference is real. Support for the brand positioning through **proof points** are vital.

**EXAMPLE:** *High School English Literature Teacher*

- To Students that attend my English Literature Class  
**(Target Audience)**
- I am a Flash of light that opens the eyes, minds and hearts of impressionable teenagers  
**(Her Frame of Reference)**
- Who Awakens and Motivates young people to see themselves more clearly through the works of classic authors  
**(Her Point of Difference)**
- Because The class attendance is over 95% every day, participation is contagious and many of my students have gone on to major in literature and become reputable writers in their own right.  
**(Support And Proof)**

## **Tips for Creating Brand YOU Positioning Statements**

- **Start with a Positioning Statement for YOURSELF, first. In other words, you are going to create a specific statement, using the format above, for Brand YOU**
- **Then, identify two more important “target audiences,” which may be:**
  - **Your Life Partner**
  - **Your Best Friend**
  - **Your Manager**
  - **Your Customer**
  - **Your “*Whoever matters most to you*”**
- **Complete similar Positioning Statements for these two other audiences. Ensure, you remain consistent with your inner essence so that you do not “become three different people,” but instead clearly articulate the position you plan to occupy with those that matter most to you, beginning with yourself**

## **Brand YOU Positioning Statements**

➤ To YOURSELF  
(Target Audience)

➤ I am \_\_\_\_\_  
\_\_\_\_\_  
(Frame of Reference)

➤ Who \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(Point of Difference)

➤ Because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(Support And Proof)

➤ To \_\_\_\_\_  
**(Target Audience)**

➤ I am \_\_\_\_\_  
\_\_\_\_\_  
**(Her Frame of Reference)**

➤ Who \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**(Point of Difference)**

➤ Because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**(Support And Proof)**

➤ To \_\_\_\_\_  
**(Target Audience)**

➤ I am \_\_\_\_\_  
\_\_\_\_\_  
**(Her Frame of Reference)**

➤ Who \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**(Point of Difference)**

➤ Because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**(Support And Proof)**

## **Step Five: Brand YOU GOALS**

Goal setting will take into consideration the long term (over ten years) and the more short term goals which could be within the next year or less. Prioritizing your activities should help you ensure you put deliberate steps in place to recognize your “passion points.” Once again, asking a few poignant questions will open your eyes to certain aspects of your life. Using discrete groupings may be useful to you as you clarify your short term and long term priorities.

Obviously, this is where time management comes back into play. You will want to reallocate time that you are currently spending in commitments that do not contribute to your new Brand YOU Positioning Statements. A very simple approach to this is identifying specific acts that you will STOP, START, and CONTINUE doing. This is where you will begin to proactively take control of your life and set SMART goals.

Finally, it is important that you actually write down these goals. It may seem to be a minor detail, but the discipline of putting your goals on paper makes them much more real, meaningful, and measurable than random thoughts.

Remember, these goals will ultimately ensure you achieve the new positioning that you have chosen.

## Setting Goals

<u>Grouping</u>	<u>Questions to Ask Your Self</u>
➤ Enjoyment	➤ What do you enjoy doing?
➤ Academic	➤ What would you like to study and learn?
➤ Professional	➤ What do you want to do with your career? What do you want to spend the majority of your waking hours doing?
➤ Mindset	➤ What do you need to do to live a positive, productive life attitudinally?
➤ Creativity	➤ What awakens your imaginative spirit? Is it art, music, theatre, reading, traveling?
➤ Well Being	➤ Have you taken control of your physical and mental well being?
➤ Social	➤ Do you have a network of friends and family that is well developed? Is that important to you?
➤ Money	➤ Do you have an economic plan for you and your family? Is it sufficient to actualize your positioning statements?
➤ Sustainability	➤ Have you given back to your community or environment? Does that matter to you?
➤ Spirituality	➤ Are you at peace with your self? Do you desire a deeper spiritual connection?
➤ Happiness	➤ What makes you happy and optimistic about life? How can you spend more time doing these things?
➤ Fulfillment	➤ How do you define personal fulfillment?



**Long Term Brand YOU Goals (Next 10 Years)**



**Short Term Goals (1-3 Years)**



**Brand YOU Time Balance Grid CONSISTENT WITH NEW GOALS**

	<i>“JobTime”</i>	<i>“Chore Time”</i>	<i>“Obligation Time”</i>	<i>“Other Time”</i>	% of Available Time
<b>Required and LIKE</b>					
<b>Not Required and LIKE</b>					
<b>Required and DISLIKE</b>					
<b>Not Required and DISLIKE</b>					
<b>TOTAL HOURS</b>					
<b>% of Available Time</b>					

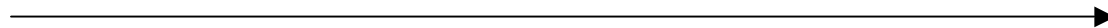
## **Step Six: Brand YOU STRATEGIES**

Brand YOU Strategies represent the ways in which you plan to achieve your newly established long and short term goals. Choosing the optimal strategies benefits from a selection process where you evaluate various options. There are a multitude of avenues available to you and prior to making a final decision you will want to take enough time to consider more than one way to your life objectives. Goals without bona fide supporting plans are merely hollow statements. That is why a disciplined strategic planning approach will improve your probability of achieving your life goals.

So, this Step 6 will allow you to answer three key questions:

- What various strategic options are available and should be considered?
- What are the barriers to capturing the high leverage opportunities?
- What areas of strength do you possess to activate the strategy?

### **Opportunity Based Strategic Planning Process**



<b>Total Opportunity Assessment</b>	<b>High Leverage Opportunities</b>	<b>Barriers to Capturing High Leverage Opportunities</b>	<b>Strategies to Eliminate the Barriers to the High Leverage Opportunities</b>	<b>Execution Plans to Implement the Strategies</b>
> Unfiltered view of the opportunities > Do not allow traditional paradigms to hold back your thinking > Even if the opportunity seems unattainable, now is the time to consider this idea	> Opportunities that seem to be realistic > Choice to pursue based on key assumptions to competitive set, value creation, cost-benefit analysis, etc. >	> Things that can get in the way of capturing the high leverage opportunities > Systemic issues like Consumer, Customer, Distribution System, Competition, Governmental Regulations	> Areas of strategic focus that will eliminate the barriers in a manner that meets the regulations and internal code of conduct	> Very precise action plans that must be executed to achieve the strategies > Geographic, channel, brand, package, pricing, merchandising, number of locations, number of weeks, etc

## **Brand YOU Strategic Options**

<b>Total Opportunity Assessment</b>	<b>High Leverage Opportunities</b>	<b>Barriers to Capturing High Leverage Opportunities</b>	<b>Strategies to Eliminate the Barriers to the High Leverage Opportunities</b>	<b>Execution Plans to Implement the Strategies</b>

**Screening Strategic Options for Brand YOU**

<b><u>Impact on Short Term Goal</u></b>	<b><u>Actual Personal Commitment to Follow Through</u></b>
1 Significant Impact on Goal	A Totally Committed
2 Medium Impact on Goal	B Medium Commitment
3 Low Impact on Goal	C Low Commitment

This 1, 2, 3, A, B, C easy to use table will help you organize your thinking and choose the optimal strategies. By taking this two way viewpoint, you will be able to screen the many options from the point of view of the expected effect and personal dedication to take action. It is foolish to “sign up” for a strategy that you have little commitment toward completing, even if it would have high impact on your short term goal.

**Screening Strategic Options for Brand YOU**

	<b><u>A</u></b>	<b><u>B</u></b>	<b><u>C</u></b>
<b><u>1</u></b>			
<b><u>2</u></b>			
<b><u>3</u></b>			



## **Step Seven: Brand YOU IMPLEMENTATION PLAN**

Life is 5% idea and 95% implementation. You will reap what you sow and now is the time to commit to a specific plan of action and begin to actually implement your new Brand YOU Positioning plan. This will include the necessary changes to your life that will support your new goals. Whether this is to build a new Brand YOU Identity or to establish a completely new transformation, you are now well prepared to embark on the actual activities.

As you execute this plan, you will want to remain nimble enough to monitor your progress and make the expected course corrections that will keep you on track. Any time you begin something new, you will learn things along the way and make the simple adjustments that were not envisioned in the original plan.

### **Principles of Successful Implementation**

There are five essential factors that need to exist to ensure the highest level of implementation is achieved by a company or by you in your quest to grow “**Brand YOU.**”

1. **Clear objectives** must be set and adopted
2. **Accountability** of the people who are responsible for implementation. In the case of “**Brand YOU,**” the buck stops with **YOU.**
3. **Metrics** of what is expected to be fulfilled need to be in place and well understood by those who are accountable. Remember... If it’s to be, it’s up to me!
4. **Monitoring process** where performance is reviewed regularly with those responsible to check progress against the objectives
5. **Adjustments** to either the strategy or execution based on market place learning.

## **Brand YOU Implementation Guidelines**

Throughout this process, you have been introduced to many facets of brand management and leadership. There are a few parts that merit special attention during this implementation phase. Including these points in your personal plan of action will bring proper focus to repositioning your brand. By revisiting some of these earlier concepts, you will be able to determine how you will make the desired changes.

### ➤ **Brand YOU Image**

- As you take actions to bring your new personal brand to reality, you will be starting from a place defined by current perception. Over time, you should aspire to have your brand image viewed in a manner that is reflective of the positioning you have chosen.
- Brand Image is a reflection of who you are in the eyes of others
  - For instance, are you ethical in your dealings with others?
  - Do you treat others like you would like to be treated?
  - How do you talk about other people when they are not around?
  - Are you honest and forthcoming even when it is difficult?
- Brand Image takes time to alter but you can take steps from the beginning to take greater control of how you are perceived by others.

### ➤ **Brand YOU Identity**

- Your brand identity is what you want to stand for and is an all inclusive posture of who you want to become. Having completed your personal assessment phases, you are well situated to implement your new identity plan.
- This is more than how you part your hair and the clothes you wear. While such “trivial” characteristics do play into the “**Brand YOU**” *identity*, this concept is fully a 360 degree mindset.
- Identity includes, but is not limited to:
  - Attitude, habits, behavior, appearance, communication style both verbally and written
  - Reliability, willingness to help others, openness to new ideas or people

- **Brand YOU Essence**
  - Your moral compass, your personal “True North”
  - Heart and Soul that drives your core principles
  - This is who you really are on the inside.
  - Your “Personal Passion Points”
  
- **Brand YOU Personality**
  - What are the traits that define your character?
  - Are you outgoing or more reserved?
  - Do you naturally take the lead or are you more of a support person?
  - Do you like being the life of the party or would you prefer curling up with a good book at home?
  
- **Brand YOU Positioning Statements**
  - The space you want to occupy in the minds of those who matter to you.
  - Focus and sacrifice... two vital, important words for your brand building.
  - Differentiate yourself from others.
  - Describe your own value succinctly, efficiently, effectively.
  - Be true to yourself. Great branding starts with YOU.
  
- **Brand YOU Insistence**
  - When people are around you, do you provide a favorable impression that drives them toward *brand loyalty* and hopefully *brand insistence*.
  
- **Brand YOU Goals**
  - Long term goals in the ten plus year time frame...
  - Short term goals in the 0-5 year time frame...
  - **SMART** Objectives (Specific, Measurable, Actionable, Realistic and Time Bound)
  
- **Brand YOU Strategies**
  - How you will achieve your goals?
  - How will you prioritize your strategic options?
  - How will you choose your personal roadmap?
  - How will you optimize strengths and minimize or eliminate gaps?

## **Building Brand YOU Action Plans**

- Implementing your **Brand You** plan will also require very detailed planning. Calendar scheduling is a great way to begin charting a course that is appropriate for you. A simple **Brand You Action Plan** will set you in motion. Review those areas of strategic priority from the previous steps. You have already determined how to do this by using the 1-2-3, A-B-C, method of classifying the various strategic possibilities. Take a 12 month calendar and begin to set personal targets that will progress you toward your larger goals. Each calendar entry should be concise enough to understand specifically how this will be accomplished.

<b><u>When</u></b>	<b><u>What</u></b>	<b><u>Where</u></b>	<b><u>How</u></b>	<b><u>Who</u></b>
Date Day of Week Time of Day	Activity	Location with directions Travel time required	Pre-Activity preparation Dress Code	Key contacts with phone numbers Email addresses Approvals required in advance

**Brand YOU Implementation Plan**

<u>When</u>	<u>What</u>	<u>Where</u>	<u>How</u>	<u>Who</u>

