



THE
Launchpad
DIY

MODULE THREE

Personal Branding!

Denise Mortimer

Module Three

Personal Branding



*Be Yourself,
Because Everyone Else Is Taken!*

Your Personal Brand: Purpose, Perspective and Presence

By creating a strong personal brand, you can open the door to many great opportunities. When you put your heart and soul into building your personal brand you will stand out from the crowd, get noticed and to establish your expertise while building a loyal audience. You will also attract the right clients and opportunities into your life and work.

Your personal brand is made up of your unique characteristics, your values, your approach to work, your expertise, and your personality. It will be the foundation behind:

1. How others see you
2. What tells you apart from others
3. What makes you 'you'
4. How you make others see you
5. What others think about you (your reputation)

This module will help you to gain more clarity and understanding in how your purpose, perspective and presence form the building blocks to your own unique personal brand.

Purpose

Jack Canfield wisely said.....



“You see, without a purpose in life, it's easy to get side-tracked on your life's journey. It's easy to wander and drift, accomplishing little. But with a purpose, everything in life seems to fall into place.

To be "on purpose" means you're doing what you love to do, doing what you're good at and accomplishing what's important to you. When you truly are on purpose, the people, resources, and opportunities you need naturally gravitate toward you.

The world benefits, too, because when you act in alignment with your true-life purpose, all of your actions automatically serve others.”

Your Values

Values are important because they represent what really matters. They help you to establish the sense of purpose and direction for your personal brand. Your values act as the guide to help you evaluate the choices that you make in life.

Values form your emotional currency. They are the core principles that give meaning to your life and provide a set of standards that determine your attitudes, choices, and actions.

Values change as you grow and will reflect what's important to you at any given moment. Your deepest values are the guiding principles by which you lead your life. So, instead of branding yourself as something you may or may not be, stay true to who you really are by better understanding yourself.

There will be times in life when you'll face situations or have to make decisions that challenge your values. For example, you might be considering a new business direction. It might fit in with your career ambition and work values, but it might require more time away from your family and not reflect your spiritual values. The conflict will feel uneasy.

The reason people are often unhappy with their work is because their values no longer align with it. When you're creating your personal brand, you must understand your core values because they are at the heart of who you are.

Whether you're considering developing a new business idea, making a personal change or simply interested in maximising your potential; knowing and aligning your values is key. Here is a simple way to get clear. Go through the list of values below. Eliminate the words that don't resonate with you and put a tick next to the values that are important to you.

Your Values

Ambition	Justice
Accomplishment	Kindness
Authenticity	Knowledge
Achievement	Leadership
Adventure	Learning
Authority	Love
Autonomy	Loyalty
Balance	Meaningful
Beauty	Work
Boldness	Openness
Compassion	Optimism
Challenge	Peace
Citizenship	Pleasure
Community	Poise
Competency	Popularity
Contribution	Power
Creativity	Recognition
Curiosity	Religion
Determination	Reputation
Fairness	Respect
Faith	Responsibility
Fame	Security
Freedom	Self-Respect
Friendships	Service
Fun	Spirituality
Growth	Stability
Happiness	Success
Honesty	Status
Humour	Trustworthiness
Influence	Wealth
Inner Harmony	Wisdom
	Winning

Review the list of values that resonated with you most. What does each of these give you in your life and work? What does it really mean to you? Pick your top five values and write them and write them in order of importance.

Value	Meaning to me	Score	1	2	3	4	5
1							
2							
3							
4							
5							

Define your values by what they mean to you. It's important to be clear about the meaning behind the values you chose. For each value, give yourself a score of 1 to 5, where 1 indicates 'I'm really not living this value and walking the talk' and 5 indicates 'I live this value so consistently that it guides my life and work.'

Take charge and make a change! Select the values that you feel are most critical to your success and happiness. Are they out of alignment with your current lifestyle and work choices? Make a commitment and plan how you can bring this value back into alignment.

If your top value is freedom and you feel restricted and stuck in your business you will need to address your plan. Your values will form the foundation of your personal brand and identity. Make sure you are living and emanating them.

Make time to regularly calibrate and check in with where you are against your values. What is important to you about that part of your life? What does this give you? Do you feel aligned and congruent deep inside?



Your Passions

A passion is something that really interests you. They are those things that give you the most reward in life and what you really like doing with your time. Some of your passions may overlap with your values, but they are generally slightly different. For example, you may highly value your family, and one of your passions might be playing or getting outdoors with your kids.

Passions give you energy and drive. They inspire and motivate. A true passion is something you would do even if you weren't being paid or would even happily pay for yourself.

Take some time to identify your passions so you can get clear on the activities that give you the most reward in life. A key to creating a successful personal brand is to clearly identify your passions and make it your goal to experience those passions in your business life.

Passions can be both personal and professional and don't necessarily have to be at the core of your business. However, they will give you an idea of what drives you in life and the things that you want to do when you are not working.

For example, you might have the following professional passions:

- Change
- Deep connection with other
- Technology

Your personal passions might be:

- Spending time with family
- Travel and experiencing new cultures
- Being outdoors in nature

These passions along with your values provide a clearer vision for where you want to be in one, five or even ten years' time. Once you have identified your passions, it becomes super clear as to the type of business and lifestyle that will bring you the most happiness.





Questions to uncover your passions

1. What could you spend all day doing without even noticing the time?
2. What brings you energy and enthusiasm in your life?
3. What makes you feel happy and connected with yourself?
4. How do you recharge your batteries and spend quality time?
5. What gives you a feeling of intense motivation and drive?
6. If money were no object, what would you do with your time for free?
7. What makes you laugh, smile and forget?

Perspective

You might think that your own perception of yourself is the one that matters, but building your personal brand is about how others are going to view you and what you stand for.

Discuss this with those that are closest to you, your family, friends and peers. It's so good to get feedback and an idea of who you are from others too.

"The more clearly you understand your strengths and how they enabled you to get to this point, the more effectively you can leverage them into a bright and fulfilling future. It's important not to regret the past. Instead, you must appreciate all of your positive experiences and find a way to learn from the negative ones."

- Karen Newman, Author, Experience Mapping -



Your Life's Vision

Your personal vision guides your life and provides the direction you need to make the right choices for you. Think of your personal vision as the light that illuminates your life path.

Write a simple vision statement as the first step in focusing your life. It can help put things into perspective—your joy, your achievements, your contribution to the world, your brilliance and your legacy.



Questions to ask yourself

1. What are 10 things that you most enjoy doing? These are the 10 things without which your weeks, months, and years would feel incomplete.
2. What three things must you do every single day to feel fulfilled in your work?
3. How can you incorporate your five most important values?
4. Write one important goal for each of the following facets of your life: physical, spiritual, work or career, family, social relationships, financial security, mental improvement and attention, and fun.
5. If you never had to work another day in your life, how would you spend your time instead of working?
6. When your life is ending, what will you regret not doing, seeing, or achieving?
7. What strengths have other people commented on about you and your achievements?
8. What strengths do you see in yourself?
9. What weaknesses have other people commented on about you and what do you believe are your weaknesses?
10. What would you do if failure were never an option?

Presence

If you want to build a powerful personal brand and business you need to find some great role models to emulate. The more you model outstanding behaviour, the better your own performance will be. Most entrepreneurs have no role models at all and are therefore unable to inspire themselves to greatness.

Who is a good fit for you and what can you learn from them? Who do you know that has already done it and made it work? How do they handle success, failure and demonstrate resilience and growth? How do they **do** confidence? What do others feel when they are in their presence?

Some points to consider on selecting your role models

1. Consider your own values and the type of person you want to be.
2. What attributes do you need to fulfill these values?
3. Who do you know (closely or from a distance) who consistently demonstrates these attributes?
4. Research these people and identify what you are able to learn from how they live their life, and their accomplishments.
5. Connect with these people whether it's following them on social media or interviewing them to learn more about their values, behaviours and achievements.

“But a role model in the flesh provides more than inspiration; his or her very existence is confirmation of possibilities one may have every reason to doubt, saying, yes, someone like me can do this.”

- *Sonia Sotomayor* -

Your Story

People don't just want to buy a product or service, they want to know what the people behind the business are really like. According to psychologist Robert Cialdini's research on social influence, we tend to like people we can relate to. It makes us more likely to form a connection and to find their ideas persuasive.

To begin telling your personal story, you first need to decide exactly what message you want to put out there. This will depend on your particular story and individual goals for your personal brand.

Here are some ideas as to how you can approach your personal brand and tell your own story...

1. Discuss a difficult time in your life and how you overcame it
2. Talk about an aha! moment that changed the way you think and feel
3. Share an experience that changed the path of your life for the better
4. Show how failure helped move you towards success
5. Find and share a deep moment that has helped define you

“Never think that what you have to offer is insignificant. There will always be someone out there that needs what you have to give.”

- Unknown -

“Never doubt your story has value, and merit, and by sharing it you could help someone else you have never met come to terms with something in their life. No one's life story is boring.”

- Holly Salsman -



Your Position

How do you want to share your message and brand? Offline, online, live, one to one, through written word? It is important to stretch and grow within your business, but also remember to craft a business that works for you and is ecological. How you will reach out to those who are the right fit for you without compromising your beliefs, values and life's desires?

“There is only one you, and you must find what it takes to differentiate yourself from the crowd. This can be done by appearance, niche, brand or even your speaking or writing style. Whatever it is, you must become memorable to people. Don't wait to be recognized as the thought leader or authority in your space; plant your flag and challenge anyone who questions it.”

- Douglas Karr, DK New Media -

Find and develop your own unique personal style and you **will** be noticed and remembered. Use your own voice, experience and personality when creating content. Be consistent with your visual style and write on the topics you are truly passionate about.

Speak your truth and let your values shine through. Show your personality, vulnerability and humanity. Make personal rather than generic statements and you will stand out from the rest. **Never** try to be someone you are not. Be honest with your audience and yourself. It will help you develop trust and connection. Incongruence **will** show through.





Show up consistently and be credible

Be visible, relatable and accessible

Google yourself to see what your online presence looks like.

Remember that every interaction online is a reflection of your business and personal brand.

Value the power of offline connection

