



PERSONAL BRANDING

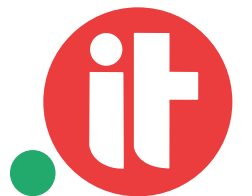
How to create your own strategy



TIPS&TRICKS BY LUIGI CENTENARO

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Introduction



Introduction

Who is Luigi Centenaro?

Luigi Centenaro is the Personal Branding specialist in Italy and creator of Personal Branding Canvas, the practical method, all in a page, to carry out Personal Branding. He is the author of the book Personal Branding in Azienda for Asseprim-Confcommercio; editor of the Italian edition of Business Model You, the best seller of Tim Clark who has already helped thousands of people to reinvent their career, and editor of Personal Branding per il Manager, by William Arruda and Deb Dib (Hoepli).



What is Personal Branding?



What is Personal Branding?

Personal Branding

Personal Branding is the art of building a name in your sector. It's the way you can promote yourself starting from what makes you unique and worthy of note. It consists in developing and communicating the reason why a client or an employer should choose you. It is a decisive step, therefore, to activate important professional opportunities.

Personal Branding requires a strategy that must be defined before appearing on the Web. Only when the message you want to communicate is clear can you go online to find the right tools to do it.

Why is Personal Branding important?

1. to make your value perceived in the market, so as to shift the comparison from the price of the service to the value offered.
2. to build a positive relationship with your public.
3. to foster your online reputation.



What are the main advantages of Personal Branding for an SME?

1. It improves the perception of the company

Today, thanks to the Internet, it is individuals who work in a company that make up the authentic face of the company itself. The image of employees and their online behavior is in many cases inextricably linked to the company's brand.

2. It reinforces the trust of collaborators, suppliers and partners

SMEs have relationships with customers that depend mainly on the personal contacts of their managers. The more the reputation of the individual managerial figures increases, the more the company benefits from it. A strategy that can also be useful for the sales department: with Personal Branding, reputation is enhanced and the chances of being sought by customers increase.

3. It fosters new business

The personnel become an integral part of the company's market positioning strategy.

An efficient Personal Branding strategy



An efficient Personal Branding strategy

To be truly effective, a Personal Branding strategy cannot ignore some basic points, which mark the fundamental steps to be followed.

1. Give the right importance to your credibility
2. Explain clearly what profession is being carried out. Having a very complex professional title, or even one pulled completely out of the air, does not communicate precisely what we know how to do. This is essential to be identified, for example, by those who do research using tools such as LinkedIn or Google: it is important to connect what we say we do to what is already in the head of our customers.
3. Differentiate yourself: is a fundamental step not to remain “just one of the crowd”. Focus on your skills, your assets or qualifications, as long as they are all verifiable.
4. Highlight your values and personality: customers also choose based on emotional aspects, especially when they perceive aspects shared with a brand, whether it is a company or a person. It is therefore important to know how to be both professional but also authentic.
5. Know the problems and desires of clients: if the “why we exist” coincides with the “why they search for us”, you will become relevant for your clients.



To be effective, answer these questions:

- Ask yourself what makes you really unique and what represents best your personality.
- Ask yourself what your real interests are and what you really like doing.
- Ask your friends and acquaintances what the first thing is that comes to mind thinking of you: what skill or value do they attribute to you?
- Identify the tools you currently use to publicize your skills.
- If you have not already done it, search on Google for a blog that speaks about your passion and leave a comment trying to create a relationship with the author: they could help you a lot!

Another essential aspect of the process of Personal Branding is positioning: in which way must you distinguish yourself from others?

In this case, the keyword is transparency: it is always good not to hide the things that interest us for the purposes of our Personal Branding strategy. As the saying goes, all chickens come home to roost, and when we are dealing with the Web with a capital “W”, this usually happens earlier than we think.



Communication



Communication

The importance of the medium and the message

Once you have identified exactly the values on which you have decided to focus, you must communicate them, without distracting yourself by talking about secondary aspects.

Based on what you are able to do, you have to choose the appropriate medium: there are people very good at writing, for whom it can be simple and pleasant to update their blog. There are others who love Twitter and can juggle well in tight spaces with 280 characters. There are others who know how to exploit the potential offered by a video format. LinkedIn is often chosen as the platform for the creation and dissemination of professional content. In general, making the content on social media and that in your own domain work together is the ideal solution.



How to choose your public well

Try to have a message ready before going online to understand where your audience is and then propose yourself. The basic thing to create relationships is to be humble at first, move around the Web and see what problems are being complained about and then begin to look after of your space and get to know your circle. In general, we always need a little courage.



Results

Results

How do we monitor the results of a Personal Branding strategy?

The real way to monitor the effectiveness of your Personal Branding strategy is to wait for people to look for you and start calling you, showing that they are interested in what you are offering.

The next step is word of mouth among those who know you.

It should be remembered, however, that Personal Branding is a **mechanism of influence** that has the objective of prompting choices and as such it can also prove to be harmful: being too present online might very well be perceived as negative.

Being a well-known blogger today can certainly give you a good deal of satisfaction, but it must not be a goal in itself or the only path to follow. It's better to be very well known by your small target than to be little known by a large target.

It sometimes happens that those who distinguish themselves bravely in doing Personal Branding may trigger a certain negative feeling. It's natural that, when assuming a clear position, you run the risk of making enemies too.

