

## ADOPT THE SELF-BRAND MIND-SET



Each of us is unique, with a mind, strengths, and experiences that are powerful self-brand assets. Anything that you have ever done or thought about could be an asset. If you think it is an <http://websterampersand.com/branding-yourself/> asset, it is. If you see it as a stepping-stone to your self-brand goal, it is. If you see it as a career buster, it is.

Few of us have been taught to think of ourselves in terms of being a *brand*, as something that can be looked at in different ways, developed into a winning brand, and marketed so that we may achieve our full potential.

Few have learned how to rebrand ourselves to stand for something that is in demand rather than something that is no longer in vogue. We don't know how to create positive perceptions of ourselves. Nor have many of us been taught that we are capable of defining and molding our jobs. We can even create careers and career paths that we feel passionate about.

It's not that ability and performance aren't important. They are. But a talented, hardworking person won't do as well as a well-branded, talented, hardworking person. Effective branding will tip perceptions in your favor and bring greater success.

## BREAK THE DEPENDENCY HABIT

We can no longer count on a career at one company. That was your father's Oldsmobile. And now, Oldsmobile is gone altogether! We will not only have multiple jobs in our lifetimes; we will have multiple careers.



## Take Charge of Your Self-Brand

<b>Brand</b>	<b>Employee</b>
Working for yourself	Working for the boss
Internal security	External security
Marketing plan	Résumé
Markets	clients, co-workers, management
Differentiating	Fitting in
Strategy... what are my goals?	Hard work
Relationships with partners	Transactions
Network	Solo
Long-term	Short-term
Planning	Reacting
Sound bites	Business jargon
Packaging	Clothes
Visibility	Low profile
Self-measurement	Performance review

### **TAKE ACTION—NOW**

The bottom line is, branding provides a valuable tool for leveraging the asset that is you. But it is a powerless tool unless you act. See the box on the following page for my list of the top 10 self-branding actions you can take and that we will explore in the chapters that follow. The first secret of personal branding is that the magic is in you. You can take charge and harness your passion and drive. Become emotionally and intellectually engaged in your professional and life journeys. Start to create your own luck. Seek your own solutions.

