



The Need for Personal Branding- *Personal branding goes beyond image building for the sake of marketing yourself.*

It is an avenue to showcase yourself in such a way that you can have direct control of your life. Personal branding gives you the power to manage your life on your own without undue dependence on others. It gives you ample leeway so that you can optimize your skills to the fullest extent. Here are a few reasons as to why personal branding is great for you and therefore you need it:

You can be yourself – The personal branding approach is all about expressing the true “YOU” by letting you be who you are and showcasing your skills the way you wish.

You become more self-confident – As you build your personal branding image and record your strengths and skill sets, you will find that your self-confidence gets a huge boost. As you watch your brand grow and expand and see the positive reaction from friends, family, colleagues, and seniors in your profession, you will find yourself becoming more and more self-confident.

Personal branding helps build trust and credibility with your audience – When you follow up your “brand” promises with aligning actions, there will be enhanced trust between the two of you and your credibility image will take a springing spike upwards. This, in turn, will help you enhance your customer base and hence your bottom line!

Personal branding gives you the power to showcase your special skills – Building a good personal brand is based on your unique skills that make you stand out from the crowd. Your combination of work experience, personality traits, life experience, and communication skills are quite unique. This is despite the fact that there are many people with similar traits and skills and experience. This uniqueness is what will be perceived when you invest some resources on personal branding.

Building a legacy – Just like how in the initial days when businesses started to be set up, those men of yore knew that they were leaving behind a legacy so it is with personal branding. You are creating something that will remain a legacy for your loved ones. It would be like a history book






when someone from your family reads and learns from it years hence.

It is the link with your target audience – If you did not have a personal brand, how will your audience connect with you and build a relationship. The personal branding approach is like sending a personal message to each of your potential clients. Your emotions, beliefs, and passions are carried to them via personal branding. This platform allows you to continue interacting with your clients even after completing the business aspect. Moreover, this connection with your clients is the key to bringing in more clients as your old and happy customers refer new customers.

Personal branding allows people to see what you need – If you ask me, most people genuinely want to help. If your branding image clearly and unequivocally states your wish and how you can leverage your skills to help your customers, believe me, there will be no shortage of opportunities for great work and amazing success. Personal branding gives you clear purpose – Through your personal brand, when you unambiguously state what skills you have, what you will offer, what you want in return, and whom you are willing to work and/or collaborate with, remember, you are also clearly sending a message to those people who you do not want to work with. This kind of purposeful clarity allows you to focus all your energy and resources in the right direction, which will give you the returns you want.

Personal branding allows you to become a dynamic personality – Your personal branding space is not at all static (if it is then it will never succeed). You need to constantly reinvent yourself, reinvent and upgrade your skill sets and expertise, reinvent the way your skills can work for your customer, and more. One small blog that you have created in your branding domain can be reinvented to a full-fledged corporate presentation if you work on it. This kind of constantly being alert and aware of changes makes you a very dynamic personality who can adjust to and leverage available opportunities from any situation. While the above benefits are great motivation factors to start you off on your personal branding journey, let me be a little more brutal. Personal branding, today, is not just a luxury or an added element in your life that you can choose to ignore. It is the need of the modern day. Your friends, family, colleagues,





seniors and even your grandparents are into it and it would be futile for you to avoid the personal branding approach to making a success of your life.

Source: Jones, Desmond. *Personal Branding 101: Simple Marketing Tips for Building Your Brand (Personal Branding, Marketing Yourself, Marketing, Self Marketing, Brand Strategy, Brand Marketing)* (pp. 5-9).

