

The Brand Called



Standing **Out** In a
Crowded World

How to Use What Makes You Unique
to **Attract the Right Job**
or **Attract the Right Date or Mate**

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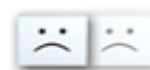
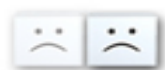
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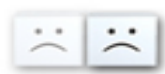
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Why God Made You Unique and Why You Are VERY Glad About That!

Definition of "Brand You"

Let's start with a definition of what a personal brand is. In any branding process, identifying your current brand (brand identification as it is called) is the first phase, and so we need to know what we mean when we say "your brand":

Brand Identification: What Is a Brand?



Your personal brand -- "Brand You" -- is **what people think of when they think of you.**

When your manager thinks of you, what thoughts and images come to his or her mind?

- Diligent?
- Competent?
- Will accomplish company objectives?
- Reliable?
- Team player?



The Brand Called Y^U



These are all great brand attributes and the kinds of traits you want to come to mind when your manager thinks about you. But unfortunately, many people have negative brands in their companies. They are known for being:

- Lazy
- Unreliable, sometimes on point and sometimes off track
- Comes in late, leaves early
- Sloppy work

One day Jesus asked his followers a "brand identification" question: "Who do people say I am?" What are people saying out there about me? Who do they think I am? What are they thinking I'm all about? In other words, disciples, **what's my brand out there in the "marketplace"?** And what do YOU think my brand is?

Obviously for career success, you want to have mainly positive things come to people's minds when they think of you!

And here's a thought: If you are a Christian, YOUR brand should—over time (lots of time)—match the Jesus brand more and more!

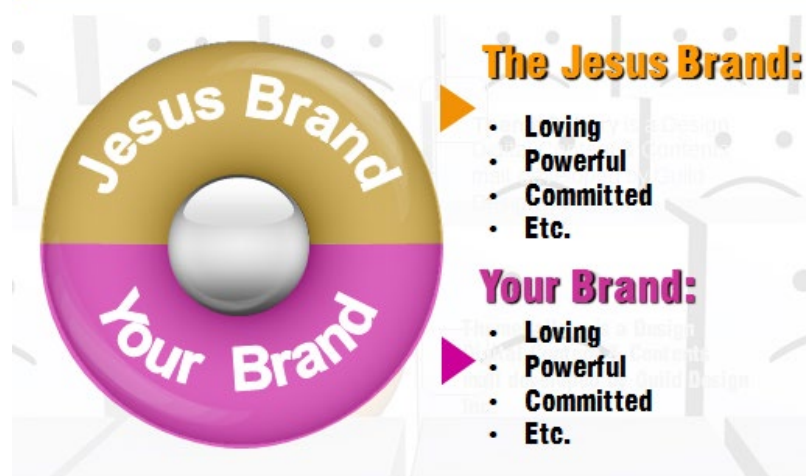
Brand Identification: What's My Brand?

Matt. 16:¹³ Now when Jesus came into the district of Caesarea Philippi, he asked his disciples, "Who do people say that the Son of Man is?"

¹⁴ And they said, "Some say John the Baptist, but others Elijah, and still others Jeremiah or one of the prophets."

¹⁵ He said to them, "But who do you say that I am?"

Brand Attributes: Are You a Match?





With personal growth, reading about Jesus and letting God do His thing in your heart and mind and life, you can more and more resemble the One whose name you bear. Kind of like a company with a strong brand: They want their employees' behavior to reflect their brand. What a thought!

Why Personal Branding is Important: People Make Instant Assessments

You have 7 seconds to make a first impression -- at most. We have often heard that and that is about right according to the research on "person perception", which I've studied quite deeply. People form instant impressions based on outward traits.

But also important for your career success are the impressions people build up over time about you. People in your current organization and people in former organizations who might serve as references for you.

Observe this statement by David D'Alessandro:

The New Brand World

"I've been in thousands of meetings in which somebody's future was being decided. And it may shock you to learn that in these meetings...decisions about your future are likely to be made in the most casual way, after [somebody]...expresses an opinion about you.

An instant assessment of you in one of these moments means more to your career than a foot-high stack of performance appraisals in your personnel file."
— David D'Alessandro

The key takeaway in what should be a somewhat frightening picture: Despite all the performance reviews in your file, and all your many accomplishments, when it comes time to hire, fire, or promote, managers rely a lot on their general impressions of you. Your career success, and moving towards or away from your career goals, depends on your personal brand in the minds of the people you want to impress.



If that is the case, and it is, then **your task is to BUILD THE RIGHT BRAND in the eyes of your employers!** How? In short (and we'll go into this in more detail, do the right things on your job, and **then make sure it is PERCEIVED in the right way by your managers.**

Personal Branding: Traits to Look For

So when you are trying to determine what your personal brand is, and whether it is helping or hindering your career success, there are several key traits to look for. We cover in Session 3 of our Brand Called You video course: The Promise of Your Personal Brand.



Two of the critical things for you to look for (in terms of helping or hurting your career success) is how RELEVANT your brand is, and how DIFFERENT it is.

HOW DIFFERENT IS YOUR BRAND

You can have exactly what employers are looking for, but if they don't see you, they can't hire or promote you! If a tree falls in the forest, is there sound? Technically, there are all the elements that our ears translate into sound. But without human ears to pick up the waves, there is not effectively sound.

Same with your career. You have to stand out from the crowd for hiring managers to see what you can offer. You have to have what they want and MORE. You have to bring what they want



The Brand Called **YOU**



with some jazz, some soul, some pinache, some extra seasoning that makes them go "Wow!" You have to bring it like no one else brings it.

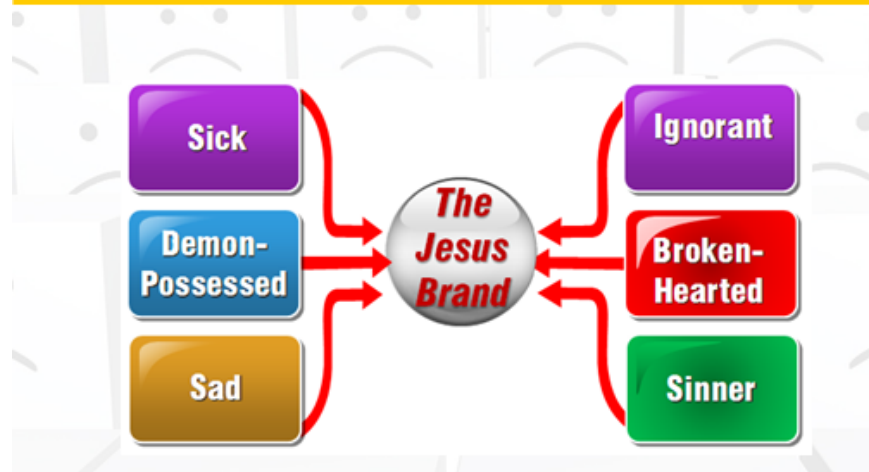
Part of our branding at Life Worth Living Fellowship, for instance, is that we try to effectively use graphics, video, humor, stories, and other elements to package our excellent content (if I don't say so myself!) We know this helps people learn better, and retain more. But it also is part of our brand online and in our Sunday services and other live events.

HOW RELEVANT IS YOUR BRAND

Brand You is a great concept, but you have to be relevant to what employers are looking for. You can have a very special brand, be a fascinating person with lots of hobbies, skills, personality strengths, etc., but what do employers really care about? That is what you must decide, because the answer to that will greatly determine your career success and how rapidly you move towards your career goals.

When we apply this criteria to Jesus, we see that his brand was HIGHLY relevant. It met the needs of the people of that day. Various kinds of people with many different kinds of issues came to him and found in him an answer to their needs. This made them attracted to him. They weren't attracted because he was different only. They were attracted because he had relevant answers.

The Other Key to Jesus' Brand Power: Relevance: His Brand Met the Needs



That's the end of this sample!
Hopefully it gives you an idea of
how we approach this important
topic.