

You, Inc.

Building Your Personal Brand

Accelerating Excellence
Podcast Episode #43

"If the world were run perfectly, perhaps you would be promoted, advanced, and rewarded on the basis of sheer ability. But the world doesn't work that way or even close to that way. When companies look for someone to promote, they look for someone they know and like. So, go out and make yourself likeable.

That's just how the winning players play the game."

-Ben Stein

3 DOS

#1 BE OTHERS-ORIENTED

When you meet someone, treat them like a VIP. Be excited to see them. Take an interest in them. Ask them about themselves, not in a manipulative way, but a sincere way.

#2 BE ENERGETIC AND UPBEAT

Enthusiasm is infectious. We like being around people who are optimistic. Be passionate in a positive way. Have a 'can-do' attitude. Build others up. Possess positive energy.

#3 BE RESPONSIVE

Follow up and follow through on things. Build a reputation of dependability, reliability and credibility.

3 DON'TS

#1 DON'T GO UNFILTERED

People who consciously build their personal brand know that the microphone and spotlight are always on. Avoid being careless with your words and actions.

#2 DON'T BE A DOWNER

You can't be great and negative at the same time. Don't be complainer. Don't drag others down. Don't be a discourager.

#3 DON'T GET POLITICAL

When you needlessly delve into politics, you risk losing your influence and half of your customer base.

"Be more concerned with your character than your reputation. Your character is what you really are, while your reputation is merely what others think you are."

-John Wooden
