

The key is to remember that your brand is not what you say it is. It's what others say it is. It is not how you perceive yourself, rather it is the way the world sees you!

Here are four strategies to help you create an impactful "personal brand".

### Identify Your Specific Story

You need to be able to share with others the 'why you care' behind what you do. This is best achieved by developing your story—the key experiences and beliefs that shape your passion and its link to the specific audience to whom you offer value. Making the world a better place or eradicating world poverty are too esoteric and lack punch and credibility. Invest the time in scripting the specific 'why' and this will lay a strong foundation for your brand.



**Aparna Samuel Balasundaram** is a psychotherapist, relationship and business coach. She is the co-founder of the Global Women's Group and founder of Work Skills Experts and A Flourishing ME—services that empower people to be their best versions!

# Creating BRAND ME

Four Strategies to Developing a Personal Brand that Matters!



they will go online. So weave your story and unique differentiation into guest blogs for reputed sites, articles for popular magazines and meaningfully contribute to your online professional networks, like LinkedIn. Make sure your marketing messages mirror the values in your story—be purposeful and conscientious about what you post on your social media. A picture of you drunk and tottering will probably not garner the confidence you are looking to generate in your personal brand!

### Create An Advisory Group

Lasting success will require you to keep a pulse on your audience's needs. A proven way to do this is to create a group of trusted confidants—your best customers, industry experts, friends and others whose perspective you trust. Engage with them to get guidance on the effectiveness of your promotional efforts and solicit feedback on what needs to change. Be prepared for tough love—and then go with all your heart! ■

### Be Authentically Unique

Develop a value proposition that emphasises your distinctiveness while creating an emotional link to your market. What makes you stand out from your competitors? What aspects of your authentic story will your market remember about you and the value you offer them? The best way to do this is to promote yourself

authentically, consistently and creatively while linking your unique solutions to specific problems your market experiences. The goal? The next time they find themselves in that particular circumstance, you want them to think of you!

### Build Your Online Footprint

When people want to learn more about you,

Learn more at Brand Me—a Global Women's Group Empowerment Summit, on December 12 at IIC Delhi.