

UNIT 3: PERSONAL BRANDING

SCRIPT

➤ **SLIDE 1**

➤ **SLIDE 2**

In this unit we are going to introduce you to the creation of a personal brand. What do we need to know in order to improve our personal brand? What are the key aspects to develop it?

And especially, in the practical tips you are going to learn how to do a personal business canvas.

➤ **SLIDE 3**

We are going to focus this unit in 3 different aspects: first of all, your personal marketing strategy in personal branding: that means, strategic things that you should consider when developing your personal brand and are very difficult to change – but not impossible- when you are positioned in a certain area.

➤ **SLIDE 4**

Regarding the personal marketing strategy, you have to pay special attention to these points, as it is difficult to change them. All these strategies will define the next step, operational marketing.

➤ **SLIDE 5**

The first point of strategical marketing is the value proposition. This is the basic point for your differentiation. This exceptional value should be something very important to you, something that you can do better than others. Is the key aspect that makes you better than the rest.

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Added value is not necessary a big thing or something really hard to get. Sometimes it is a personal combination of different factors that make you better than others. Sometimes little details make the difference. Of course you can have different added points, but try to focus on the ones you consider more important. Remember that when you want to differentiate something, like your work, people should understand your differentiation easy and fast. If you have to differentiate something with a long explanation and difficult ideas, then probably is because you are not so different. When you are truly different it is easy to explain them.

➤ **SLIDE 6**

After the value proposition, we should think about where and who is interested in our value. Sometimes we can have a fantastic skill doing an activity but maybe no one in the market is going to pay for it.

That's why you should think about the segmentation or target group. Who is interested in your services? Probably not everybody, so you should define the target group interested in what you do better. In market terms, the best place or people where to sell your work.

➤ **SLIDE 7**

You have a certain value proposition and you have a target group. Is this enough? The answer is: No. Even if you have a good value proposition and a good target group identified, you will have more people doing it in your market segment, with more or less similar advantages like yours. That means, you have competitors who can do the same as you.

It is time to position your personal brand in the market. This is a difficult step and can be a difficult concept for you to grasp. You have to be aware of what the others do. With that information, you should try to get your own position. For example, if you are in a market with a large amount of experienced competitors,

maybe you should place your brand in a less experienced position and offer a better price.

In this step you should create your own style. This is the purest phase of the process concerning the brand because it will identify the differentiating element of our personal brand, choose the area of specialization, identify our attributes and define a style.

➤ **SLIDE 8**

After defining the strategic points, you should think about other things, like operational marketing points.

Let's go for it!

➤ **SLIDE 9**

In the labour market. You should know who you are in order to create more value.

PRODUCT: Provide something valuable. Your brand is your footprint, product, and offer. What you do and how you do it is the instrument you will create an impact with. Nobody gives anything away and we can not get what we want if we do not offer something really valuable in return. But we should not worry, as we all have something to contribute.

This is the stage in which we will identify and combine our qualities, experiences, achievements, abilities, knowledge and skills to create something relevant and worthwhile.

We'll have to find needs that fit what we offer specially those things that bring you added value.

➤ **SLIDE 10**

Price is another key point in the market. The price you accept to be paid by your job is something that contributes to position you in the market. Depending on the

price you “sell” your work, you are going to be more or less competitive in the market.

To choose the correct price you should have good knowledge about the labour market and your sector. At this point, it is important to have good contacts in your area. A good network relationship is going to be crucial for you to achieve your goals at this stage.

➤ **SLIDE 11**

You have a good self-knowledge; you have a good strategy for a changing world like ours; you know your value proposition and the target group you are focused; you know your position and even the product you offer and the price you want for your time. Is this enough?

Well, this is a lot! But you should communicate your value to others. You have a lot of platforms from which communicate your value from. Just try to use the best ones for your purpose. For example, flickr can be a good platform for a cook, but maybe it is a bad idea for an export manager. It is hard to explain all the networks related with different types of jobs, in the practical info we give you some examples in detail.

➤ **SLIDE 12**

Finally, we want to introduce you the canvas model to organize all the information you need in this unit. After completing the canvas model you will have a good picture about your personal brand. Canvas model is all you need to put on a paper all you have seen in this unit.

We strongly recommend you to do it....

Thank you for your attention.

See you in unit 4!