

"Personal Branding"

Choose the best option according to the information in the blog post.

1. Clothing with a message
2. Defining my personal brand
3. Promoting myself
4. Something to think about
5. Why is personal branding important?

A-

A clothing company in the United States will sell you a hoodie printed with your vision of yourself for the modest price of \$25. It's a new twist on the concept of personal branding - why promote a multinational sportswear brand wearing their logo when you can promote yourself instead? And so, it got me thinking? First, what kind of thing do people come up with for their hoodie design? And second, what exactly does wearing a self-branded hoodie say about you?

B-

Apparently, these days, you are nobody unless you have a personal brand identity. We're sending out signals about ourselves all the time, so we should make sure they are the right signals - or so the argument goes. So, I decided to look more closely at how well I'm developing my own personal brand. And this is what I found out.

C-

Firstly, just by writing this blog, I'm building my brand. It gives me a presence on social media and a way of communicating with the world. And my blog is read by a healthy number of people. So that's good. But I'm not doing so well when it comes to my profile: my details are minimal, and I haven't joined any of those networking sites for professionals. Worse still, my email address says nothing about me! The ideal email address is something like firstname.lastname@..., not the name of your favourite movie star or book with a few numbers added in, like mine (thekiterunner123). So far, then, I'm giving myself 4/10 for self-promotion.

D-

The next thing to be heedful of seems to be the brand itself. Who am I? What do I stand for? What makes me stand out from my colleagues? Now here, I'm happy to say, I think I score a bit higher. I know what I'm passionate about (and so do you if you're a regular visitor to this blog).

Comentado [MNC1]: HOODIE /'hɒdi/ a sweatshirt (= cotton clothing for the upper body) that has a hood to cover the head



Comentado [MNC2]: PERSONAL BRANDING is the process of creating a brand identity for a person or a company. As the name suggests, this is a brand for you or your business.

Comentado [MNC3]: PROFILE /'praʊfɪl/ a short article giving a description of a person or organization.

Comentado [MNC4]: HEEDFUL /'hi:dfʊl/ adjective Be aware of and attentive to. "he is heedful of his own intuitions"

E-

People often use words like "empathy", "expertise" and "supportive" when they talk about my approach to body therapy - and in fact that's exactly what I try to bring to my sessions. So, I know what makes me distinct and the benefits that I offer my clients. I have a reputation for quality (almost all my new clients are sent by previous clients) that fits with my self-image. I **reckon** I can award myself 8/10 for brand identity. But can I sum that up in ten to fifteen words? And that brings me to the all-important question - what would I put on my hoodie? Well, let me give it some thought, and I'll reveal all in my next post...

