

Personal Branding



Learn to drive more sales through personal branding
Presented by SalesBoost

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What is Personal Branding?

Personal branding allows you to establish a reputation and a professional identity. Your personal brand is your lasting impression and what people will buy into.



“

Your personal brand serves as your best protection against business factors you can't control.

—DAN SCHAWBEL

”



“

Start by knowing what you want and who you are, build credibility around it and deliver it online in a compelling way.

— KRISTA NEHER

”

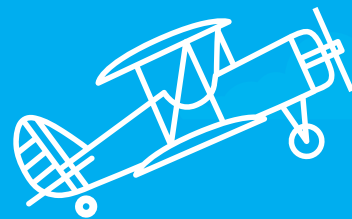


“

If you're not branding yourself, you can be sure others do it for you.

—UNKNOWN

”



Why is Personal Branding so important?

Putting a strong personal brand on the frontline of your sales process can dramatically improve conversion rates.



who use social media as part of their sales process outsell their competition.



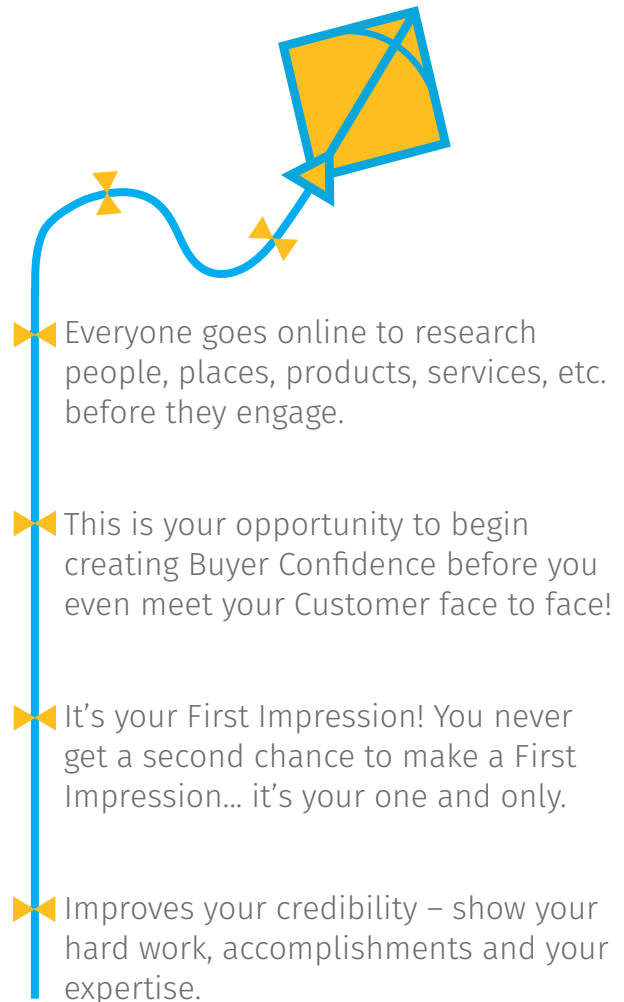
go online to research people, places, products, services, etc. before they engage.

7X
more

Leads developed through employees' social media activities convert **7 times more** frequently than other leads.

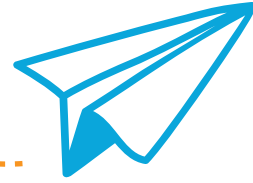
8X
more

Content shared by employees receives **8 times more** engagement than content shared by brand channels.



Of the **75%** of U.S. adults who Google themselves, nearly **50%** say the results aren't positive.

The 8 key steps to enhancing your Personal Brand



1

Google Yourself! What do you find? Don't like it—fix it!

5

Join online Networking Groups that are affiliated with your Professional Role/Industry and Participate in them!

2

Increase your Privacy Settings and delete controversial posts from your Social Channels.

6

Think twice before posting. Think how it will reflect on your Personal Brand.

3

Be a **Thought Leader**. Curate, share and write your own blogs about your market, what sets you apart, your area of expertise or your profession.

7

Ask a Mentor to give you feedback. Coaching and feedback is a gift.

4

Post and Share **relevant** and informational content that your audience would benefit - **not just you!**

8

Invest in Professional Headshots. Enough said!

How to generate more leads and close more sales through a strong personal brand

Your personal brand is what distinguishes you from your competitors, helping to form a lasting impression in the mind of your audience and customers. Without a compelling personal brand that attracts your target audience, you may find yourself struggling to build a network of loyal customers.

Most people are interested in following *other people* than they are in following specific companies. Therefore, building an audience for your personal brand will benefit you and as a result, also increase exposure for your company.

1

Create an authentic and engaging Elevator Pitch

An elevator pitch is 1-2 sentences that can answer what you do best, who you do it for and how they benefit, and how you do it differently.

2

Establish a professional and consistent Online Presence

Your personal brand should be a true reflection of your skills and credentials, your professional passions and interests, your professional core values and beliefs. What do you aim to be known for?

3

Curate Content through Best Practices, Tips, Articles, Newsworthy Information

Develop a content strategy based on your position as a Specialist vs. a Generalist and the passion you have for your industry or market! Create content that actually helps your audience and build trust and position yourself as an expert and authority.

4

Establish a Call to Action

Create a solution for your audience that fills the gap between their goal and their pain point, need or the challenge they face. Your call to action should be a creative solution that can meet or exceed their issue.

5

Follow Through

The most important step in this process is to follow through on your commitments. Do what you say you are going to do. This will create trust and buyer confidence.



Personal branding allows you to establish a **reputation** and a **professional** identity while maintaining a personal level of **trust** and interaction.

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