

Personal Branding

Packaging and positioning your brand

We mistakenly think the way we present our brand – our appearance, our jargon, the way we write reports – will be universally accepted. But we must know our audience – our consumers – if we're to get them to buy our brand.

You need to think how to position your strengths to your best advantage.

Ask yourself

- *What will my target market be looking to for?*
- *Am I targeting the right people with the right messages?*
- *Who are my competitors and how are they marketing themselves?*
- *How can I change how I'm already perceived?*

It may seem strange to think of yourself as a brand – but make no mistake, others will put labels on you. So best you control your image.

Think what impact you want so you can ensure the right messages get across.

Take this example: What if you wanted to be known as 'a safe pair of hands'?

- *Does your office say 'safe pair of hands' – is it tidy and ordered?*
- *Does your dress sense say 'safe pair of hands'?*
- *How do you respond to your messages?*
- *How are you seen to make decisions?*
- *When you're stressed, do you respond in a 'safe pair of hands' manner?*

If you want people to change their view of you, you need to create consistent messages in all situations, in all that you do and say.

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