

Personal Branding

The image we portray

Diamond pasta and Foodtown-own-label – the ingredients and taste are more or less the same, only one's cheaper. But own-label remains on the shelves. Why? Because if we stopped to make conscious decisions about everything we ever bought, we'd never get home. When we buy known brands, we're buying trust and we're saving time. And brands show others how we want to be seen – for example, research tells us working mums, guilty at their absence, buy branded groceries to show their kids they still care.

A strong brand helps people make decisions – often unconscious decisions – consistent with their beliefs, and to gain approval from others.

The image we portray – our personal brand – is vital to the impact we deliver.

You need to understand your brand so it can help you achieve your goals.

Ask yourself these questions

- *What is my unique selling point?*
- *What are my core values?*
- *What do I want to be known for?*

“The best way to predict your future is to create it.”

–Thomas Edison

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