

# HerCsuite™

LEADER SERIES



Roz Usheroff, President,  
The Usheroff Institute

## *5 Steps to* **CREATING YOUR PERSONAL BRAND**



BRAND  
YOU

The image shows the words "BRAND YOU" written in white, chalk-like letters on a dark, textured background. The word "BRAND" is on the top line, and "YOU" is on the bottom line. The letter 'O' in "YOU" is replaced by a realistic, three-dimensional red heart.

## OBJECTIVES

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- How to create the best version of you!
- Discover how to create a Personal Mission Statement.
- Find out how you can Promote Your Brand.



# How to Create Your Personal Brand

**Conduct Your Own Personal Market Research. For marketers familiar.** For those of you familiar with focus groups-understanding habits, experiences and perceptions directly impact the way brands plan strategies. It is no different for our personal branding-we need to first know where we are to go forward. This is the hardest part of the process-don't let it stop you.

Survey what you think is your perceived personal brand and then compare it against what the truth is. Roz says "Those who fail to learn from history are doomed to repeat it!" Remember – knowledge is power. Harness what others think and if you don't feel the feedback is aligned with your own perception the good news is that we all have the chance to course-correct any time we choose to do so.

**Create Your Personal Mission Statement.** Just like a company that has a mission statement-yours will help remind yourself and express to colleagues, leaders, and your boss-this is what I aspire to be. Roz identifies that "The mission statement helps you identify and articulate your beliefs and core values". Here are her tips to develop your mission statement:

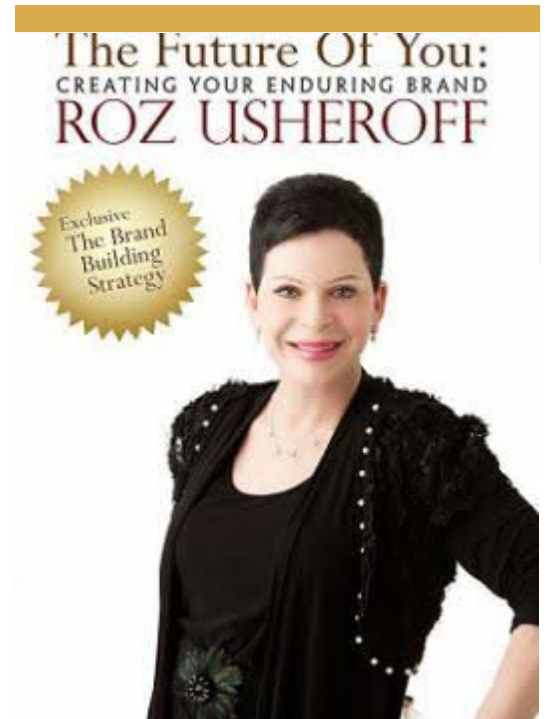
"Who? Describe yourself...talents, gifts, and attributes"

"What? Outline your goals for the use of those talents"

"How? Describe the outcome, including the impact that you want to make and the impression you want to leave behind."

**Find Ways to be Memorable.** Consider finding what makes you unique by examining talents you have right now using what people ask you about the most as a starting point. Think about colleagues and co-workers who seek you out for help on projects. Is there a pattern of something that comes up over and over again? Roz reminds us that "your personal brand is 'the sum of every experience others has of you'". Try using this question:

"If you were going to open up your own company, what position would you offer me and why?" and then follow up by asking "What qualities do I possess that make you see me in that position?"-Roz Usheroff



## NOTES

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# How to Create Your Personal Brand

**Harness Your PR Power.** So how do we achieve recognition without seeming to brag about it? Roz points to changing our definition of PR to be “the means by which you can share how your unique ability can assist those you seek to serve in terms of getting them to where they want to go.”

How have you helped a colleague, leader, volunteer, client, mentor, or even sponsor shine? When you take an interest in helping someone else, there is gratitude expressed by the recipient and they are happy to share an appreciation for your help.

Still unsure where to go for inspiration-think about LinkedIn. It is the perfect platform to recommend a colleague-not just click on the recommend a skill but really write a recommendation. As Roz calls this “...true PR and personal branding is one of drawing attention to what others can achieve with your help and expertise.”

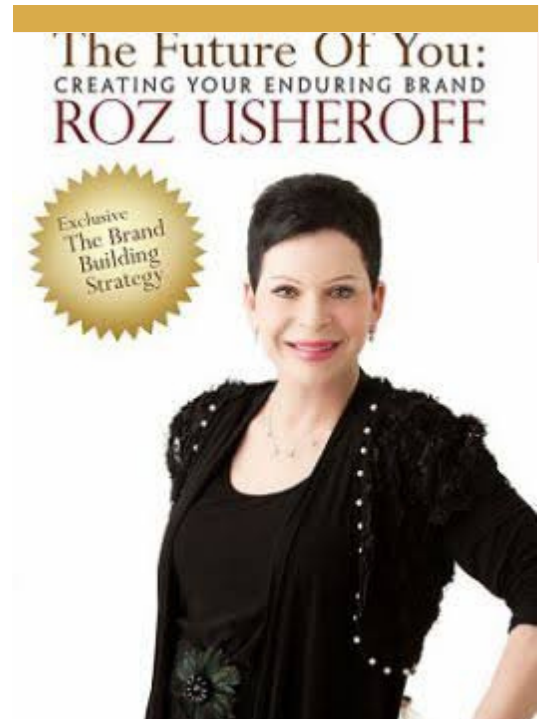
By helping others achieve success you will “become indispensable” and your personal brand will reflect who you truly are.

**Intentionally Network and share your brand.** Now that you have your mission statement and all the tools in your personal branding kit, it is time to create your elevator pitch.

Identify where you can share your story-at networking events, industry events, as a speaker and even guest commentator on a blog or industry publication. Visibility to who you are will help perpetuate your brand.

**A note of gratitude** about this book and to Roz Usheroff. She is truly someone who exemplifies her personal brand. One of the things she says in the closing of all of her emails

is “*Always Be Amazing*”. Her uplifting spirit and incredible dedication to serving others is an inspiration for all of us!



## NOTES

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Roz's passion in life is growing and equipping others to feel inspired to achieve and sustain success for themselves, their people, and their teams. She is committed to helping clients to overcome limiting beliefs and behaviors in, or that lead to, positive lasting change.

Sharing practical and proven methods, Roz's personal joy is found in leading others to do remarkable things and live life with purpose, presence and significance.

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