

How YOU™ are like Shampoo

A woman with short, styled hair, wearing a red blazer and a red top, stands next to a large, golden, rounded rectangular bottle with a matching cap. She has her right hand on the cap and her left hand near the bottom of the bottle. She is smiling slightly and looking towards the camera. The background is a solid light beige color.

The Breakthrough
Personal Branding System

Based on Proven Big-Brand Marketing Methods
to Help You Earn More, Do More,
and Be More at Work

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Preface

I have had the wonderful fortune of living in, working in, and visiting more than 60 countries and, as a result, I've met thousands of people from various walks of life all around the globe. And there's one thing that I have come to know as the truth: **We are all fundamentally the same.** We all ultimately want the same things: to earn a good living, enjoy our work, stay healthy, have a happy family life, enjoy meaningful friendships, and ultimately make a difference in some way.

So, if we're all the same, why would I write a book about *personal* branding? Because while we are all fundamentally the same, we also each have specific gifts and talents that are as unique to us as our individual DNA. It's a bit of a paradox, isn't it? We're the same, and yet, we're unique. And it's up to each of us to learn how to use our specific gifts and talents to make our lives and careers the best they can be — to make that difference in the world that we hope for. This is where personal branding comes in.

You've heard of serial killers? Well, think of me as a "serial brander" — I just can't stop branding! As a corporate marketer, I have worked for Procter & Gamble and Bristol-Myers Squibb on four different continents, where I was fortunate enough to manage many well-known brands like Pantene, Head & Shoulders, Vidal Sassoon, Ariel, Cheer, and Enfamil. I spent years defining, launching, and building brands all around the world using a definitive process and framework that corporate marketers have used for a long time to craft and communicate brands.

You may not have known that such a process exists, but trust me: Great brands don't become great brands by accident! It's only because of the process put into place by good, strategic marketers that these

brands make millions. And it's only because of this process that successful brands continue to survive and thrive through economic ups and downs.

A few years ago, when I began actively coaching people to reach their goals and develop their individual personal brands, I started to experiment with applying these same principles of corporate branding to personal branding. I took the elements and framework used by corporate marketers and adjusted them to fit personal brands, so that we—as individuals—could thrive in our careers the same way successful corporate brands have thrived in the marketplace. Over time, I perfected this approach until it evolved into the unique personal branding system shared in this book—a system that walks you through the process of building your personal brand step by step by step, helping you to craft and effectively communicate YOU™. That's right—the trademarked *you*.

Today, you—or YOU™—can apply the same system in your work life that corporate marketers have used for years to build enormously successful corporate brands. Can you see now “how YOU™ are like shampoo?” Just as a corporate marketer uses this proven process to build the mega-brand of a shampoo like Pantene or Vidal Sassoon or Head & Shoulders, you, too, will build the brand of YOU™.

Taking the Mystery Out of Personal Branding

Since the advent of personal branding about ten years ago, several books have been written on the subject. What I have tried to do with *How YOU™ Are Like Shampoo* is to offer you a **complete system** that covers every possible aspect of personal branding. This book goes beyond the theory of personal branding to bring you practical, *tangible* applications for your brand within your day-to-day work life. My hope is that this book will:

- Open you to the power that comes from successfully branding yourself.
- Expand your vision of what you can accomplish.
- Offer you greater opportunities in your work life.
- Bring you the kind of career success you have always wanted but weren't sure how to achieve.

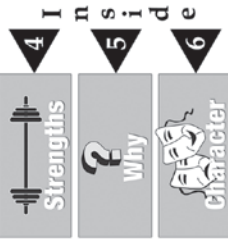
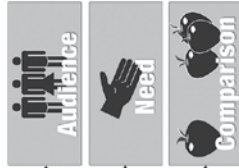
- Put more money in your pocket.
- Give you the satisfaction of knowing you are reaching your full potential.

It's exciting for me to share my personal branding system with you, and I hope you'll have fun with it, too, as we move through this process together!

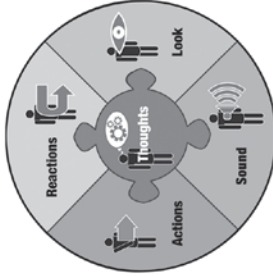
The Proven Pathway to Branding YOU™

Define it

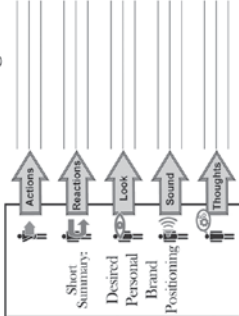
1 Outside
2 Inside
3 Comparison



Communicate it

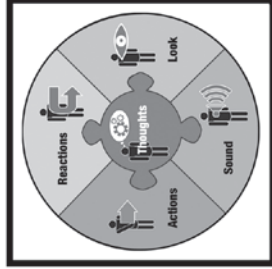


Personal Brand Marketing Plan



Avoid Damaging it

Personal Brand Busters™



YOU™

Step 1

Step 2

Step 3

Introduction

How Are YOU™ Like Shampoo?

*I always worry about people who say, “I’m going to do this for ten years [but] I really don’t like it very well. And then I’ll do this...”
That’s a little like saving up sex for your old age.*

—Warren Buffett, Chairman of Berkshire Hathaway
and the “Oracle of Omaha”

Statistics indicate that about 75% of today’s employed people are unhappy with their jobs. Can you imagine this? We spend an average of one-third of our lives at work, and 75% of us are unhappy while we’re there. Since we sleep another one-third of our lives, that means that a large chunk of our waking lives are spent *miserable!* What kind of a life is that?

If you’re one of those people who aren’t as satisfied at work as you’d like to be, defining your personal brand can help you start to enjoy your job again. Once you define and clarify your role at work and what you want to accomplish — which is what personal branding is all about — you can embrace work with new meaning. Knowing who YOU™ are can help you eliminate that groan when the alarm goes off in the morning. Yes, you *can* be happy, fulfilled, and motivated at work.

When you look at your work as an opportunity to build a personal brand, you begin to make every minute of your career count. It brings new energy and purpose to your job. When people ask you what you do, you’ll be able to answer the question with enthusiasm.

Author and motivational speaker Nido Qubein once said, “Life doesn’t give you what you want; it gives you what you deserve.” So, what you focus on is what you will get, right? In other words, if you want a better career and more satisfied work life, it’s up to you. If you don’t do something about it, nothing will happen. Your success at work *is* in your control, and a large part of the foundation of that control is learning how to master your personal brand.

Defining your personal brand is only the first step in the process, however. It would make no sense to define your brand and leave it in a desk drawer while you continue on the same as always. No, you need a roadmap to help you communicate your brand to others so that it serves you well. You need to learn exactly how you can become *known* for your personal brand. This is how you achieve your goals. This is how you change your work life for the better. This is how you take the steering wheel of your career and drive it to where you want it to be.

Did You Know You Already Have a Personal Brand?

When I speak to individuals or corporate groups about the topic of personal branding, occasionally someone will say, “Oh, that sounds interesting, but no thanks. I’m actually not into *self-promotion*. I don’t have — or even want — a personal brand.” It’s then that I break the news to them: Everyone already has a personal brand.

Yes, it’s true. You don’t have to sit down and give your personal brand any thought to have one. Just by virtue of being *you* in the workplace, you have a personal brand. The question is whether you have the personal brand you *want*. Are *you* living up to the potential that YOU™ could achieve if you created your personal brand consciously rather than leaving it to chance?

The truth is that if you don’t take control of your personal brand and make a conscious decision about how you want to be known, you may be leaving an impression that undermines your success.

Many years ago, a very famous man discovered the hard way that his personal brand wasn’t what he wanted at all. Alfred Nobel was a very successful and wealthy Swedish industrialist in the late 1800’s. He was single-handedly credited with inventing two things: dynamite and the detonator, the apparatus that actually causes dynamite to ignite from a distance. He had made millions with these inventions, and he was living a wonderful millionaire’s life.

His brother, Ludwig Nobel, who was also a well-known wealthy businessman, died in 1888. The obituary that showed up the next day

in the newspaper, however, was switched, and it was *Alfred's* obituary that appeared, not Ludwig's. So, Alfred Nobel had the rare opportunity of opening up the morning paper and reading his own life story. Can you imagine how powerful that would be?

But Alfred must have cringed when he read the headline of his obituary. It labeled Alfred “The Merchant of Death” because of his work with dynamite and detonators. He realized in that single moment that everything he had done would forever associate his personal brand with death — unless he took control and did something about it.

So, he decided to change his personal brand. He made a plan to develop the Nobel Prizes for three things he really cared about — peace, literature, and science. And, when he died in 1895, Alfred Nobel left his millions to the establishment of those prizes. He didn't want his name, “Nobel,” to stand for destruction and death. Look what the name Nobel stands for today — the highest possible awards in literature, science, and peace.

You have no doubt heard of the Nobel Prizes, right? But you probably didn't know the other work that Nobel had done in his life. That's because Alfred Nobel was successful in changing his personal brand so that his name could stand for what he wanted it to stand for. As author Carl Bard said, “Though no one can go back and make a brand-new start, anyone can start from now and make a brand-new ending.”

My Personal Branding System

So, here's the reality: You already have a personal brand. You may just not know how to manage it yet. This book, *How YOU™ Are Like Shampoo*, is a do-it-yourself, no-nonsense guide to achieving success through personal branding. It's simple, easy to read, and it works. As you read these pages, I hope that you will experience that “ah-ha!” moment that comes from the power of thinking of yourself as a unique personal brand. I hope you'll see how you can use personal branding to make real tangible changes in your career that can lead to increased income, job satisfaction, and career progress.

I have designed *How YOU™ Are Like Shampoo* to take the guesswork out of uncovering your personal brand and making it work for you. It's all about practical application. Through an innovative, proven step-by-step process which utilizes exercises and worksheets, you will define:

- Your **current** personal brand—the one you already have at work (think Nobel and dynamite); and
- Your **desired** personal brand—the one you need to develop in order to achieve your goals (think Nobel and his prizes.)

By comparing both your current and your desired personal brands, you will be able to see exactly what adjustments you need to make, and the exercises will help you bridge the gaps between where you are now and where you want to be.

Most importantly, your desired personal brand won't just remain a nice idea in your head. You will learn specific ways to communicate it to others and apply it to your job. We will work together to:

- Define your existing and future personal brands using a Personal Brand Positioning Statement format modeled off the six core elements used in corporate branding.
- Communicate your desired personal brand through a Personal Brand Marketing Plan that will help you more effectively master the five activities you do every day that most impact your personal brand.
- Avoid damaging your desired personal brand by learning from the mistakes of others. This is one of the most unique and fun parts of the system—our Personal Brand Busters™. These will help you bypass the most common pitfalls in establishing your personal brand. In other words, you'll know what to watch out for before you even get there!

We'll use the graphic labeled “The Proven Pathway to Branding YOU™” on page 20 like a map to explain each step of our personal branding system. Don't worry if it doesn't all make sense to you yet. It will—I promise!

You will also gain tangible tools to help you check the development of your desired personal brand three months, six months, and further down the road. You will discover ways to evaluate your progress and keep your personal brand on track and evolving as your career progresses.

Input Equals Output

How YOU™ Are Like Shampoo is an interactive, action-oriented experience, but your personal brand won't be handed to you on a silver platter. I can guarantee you one thing for sure: What you put *in* to

defining and communicating your personal brand is exactly what you will get *out* of it. The more time and energy you devote to your personal brand, the faster and better your results will be.

So, I encourage you to really take the time to think about the exercises and worksheets in this book. I urge you not to rush through reading the book, thinking that you'll go back to the exercises at a later date. Instead, spend as much time as you need to work through each section thoroughly before moving on to the next one. In this way, you'll truly be ready to take control of your personal brand by the time you turn that last page.

Get ready to feel empowered as you take charge of your personal brand and become the Brand Manager of YOU™. Let's discover how to make YOU™ work for you!



"This is our best-selling brand!"

1

The Power of Brands

The Holy Grail (that is, the Brand) lies in something in which you create intangible value that then becomes tangible. A Brand is trust.

—BrandWeek Magazine

In 2001, *Time* magazine reported that the average American citizen sees an estimated 3,000 brands per day. Wow! When I first read that statistic, I found it hard to believe. But I suspect that number — which is almost certainly even larger today — holds true for anyone living and working in a large city anywhere in the world. Indeed, the proof is right in front of me when I walk down a street in Shanghai and look at all of the signs ... when I ride in my car from my home in Bangkok to the airport with hundreds of billboards lining the way ... when I walk down a supermarket aisle in London with the myriad of brands peering down at me.

Think about it for a moment. How many brands have *you* seen today on product labels, the side of a bus, the top of a taxicab, or in the newspaper? Everywhere you look, brand names are screaming for your attention. Let's face it: Brands are everywhere and are such a part of our day-to-day modern lives that we may not even think about them.

But out of those 3,000 brands you encounter per day, if you're like most people, you will remain truly faithful to at least one or two brands throughout your life. Are you loyal to a favorite brand? Would you consider it unthinkable, for example, to wear anything but Adidas tennis shoes or to switch from your favorite brand of ketchup? Why? What is the allure of that favorite brand of yours? What does it offer

you that no other brand can? Great brands build intense loyalty with their consumers.

Brands can be extremely big and influential, too. Take Coca-Cola as an example. The company sells an estimated \$15 billion of its product per year — more than \$1 billion *per month*. At the time of this writing, that's more than the gross domestic product of 86 different countries in the world. How's *that* for powerful?

The Untouchables

So, what do we know so far? We know that brands are everywhere, that they can create intense loyalty in us, and that they are big and influential. Is there any question why I find brands so fascinating?

But what's even more amazing about brands is that they have all of this power and influence but ... you cannot touch a brand. It's true! You can smell the aroma of a Starbucks cup of coffee, you can taste the kick of a Mentos when you pop it in your mouth, you can hear the Nokia phone ring tone, you can hold a can of Pepsi, you can see a McDonald's logo, but you can't *touch* a brand. The smell, touch, and sight of products related to brands are only *representations* of that brand. The brand itself is something altogether intangible. Its power exists only in your mind.

So, can brands actually influence the way we act and think? On the next page is an exercise to try.



"Personal Branding? You'll find that under 'Arts and Science'."


Exercise:
Powerful Brand Images

Great brands are like people. They have a personality and a character all their own. Stop for a moment, look around you, and find two doorways that you can see from where you are. In the first doorway, imagine that Mercedes Benz—the brand—is standing there as a *person* (not the car, but the *brand* of Mercedes Benz itself.) What kind of person would the Mercedes Benz brand be?

Mercedes Benz:

- Is it a man or a woman? _____
- What profession does this person have? _____
- How is this person dressed? _____
- What is the income level of this person?
Low _____ Medium _____ High _____
- What is this person's pastime? _____

Now, look at that second doorway, and imagine that *Porsche*—the brand—is standing there as a person. What kind of person would the *Porsche* brand be?

Porsche:

- Is it a man or a woman? _____
- What profession does this person have? _____
- How is this person dressed? _____
- What is the income level of this person? Is it higher or lower than Mercedes Benz?
Higher _____ Lower _____
- What is this person's pastime? _____

Now, compare the answers to both sets of questions. They're quite different, right? Even though Mercedes Benz and Porsche are both high-end cars that get you from one location to another, the brand images of Mercedes Benz and Porsche are not alike. But why is that? It's because you *perceive*, *think*, and *feel* differently about these two brands. Your perceptions, thoughts, and feelings have been very carefully created in your mind by smart marketers who understand the art and science of branding.

That's right. Branding, whether corporate or personal, is both an art *and* a science. On the one hand, brands appeal to your logic — they're rational in terms of how you *think* about them. This is where the science comes in. But branding is also an art because brands appeal to your emotions in terms of how you *feel* about them.



Consider This

Think for a moment about the brands that have earned your loyalty. Maybe you have even traveled out of your way to find and buy that special brand that's like no other. What if you could harness that same kind of power with your personal brand? How would *you* like to have that kind of influence?

Branding People?

I firmly believe that people — just like shampoo and other products — are brands, too. Let's use examples of people we probably all know — starting with celebrities. What do you perceive, think, and feel when you hear the name “Brad Pitt?” What do you perceive, think, and feel when you hear the name “Mel Gibson?” Both of these actors are good-looking leading men, but they create very different perceptions, thoughts, and emotions, don't they? Now, let's throw “Jackie Chan” into the picture ... the perceptions, thoughts, and feelings you have about him are probably even more different, right?

Think of any category of well-known people — how about singers this time? Think about Britney Spears ... Eric Clapton ... Madonna. Again, they're all very different. That's because each of these individuals has a very specific personal brand that is absolutely unique and ownable as compared to the others.

“But, wait a minute,” you may be saying. “These are all celebrities, and they have the funds and means to hire full-time image specialists to manage their personal brands!”

That’s a fair point! But you don’t need that kind of expensive help to define and communicate *your* personal brand. The personal branding system shared in *How YOU™ Are Like Shampoo* will help you build your personal brand without writing checks to a publicist. It’s designed for the millions and millions of people all around the world who may not be famous and certainly don’t plan on turning their personal brand into a global household name. What you want to do is define yourself in *your world* in order to achieve your personal career goals. Your personal brand is:

*The way you want people to
perceive, think, and feel about you
in relation to others.*

Just as corporate brands exist in our minds, your personal brand exists in the minds of others in the way they perceive, think, and feel about you in relation to other people. Let’s look carefully at this definition, and focus on these key words: perceive, think, and feel. They’ve been carefully chosen for a reason:

Perceive: Perception is reality in marketing. When it comes to your personal brand, it doesn’t matter who *you* think you are. What matters is how *others* perceive you. If others perceive you as very different from who you actually believe you are inside, you are probably not communicating the personal brand you want. There would be a large gap between your current personal brand and your desired personal brand.

Think: Branding is a rational exercise, and our brains have a lot to do with how we *think* about brands. There are very logical reasons we choose one brand over another. The same holds true in personal branding — what do others *think* about you?

Feel: Branding is also a very emotional process. Reflect on the brand you said you were intensely loyal to earlier in this chapter. What is the feeling you have about that brand? Trust? Reliability? We establish connections with corporate brands, and these connections go far beyond what the products do for us. We maintain loyalties to these brands based on these emotional connections. Likewise, in personal branding, the

way people *feel* about you has a profound influence on your success. The stronger the connections you create with others, the more powerful your personal brand will be.

Still don't believe the average person has a brand? Here is an exercise to bring this concept into your own work experience right now.



Exercise:

Colleagues' Brands at Work

1. Think about someone in your current job that you really enjoy working with—the kind of person you look forward to seeing and speaking to every morning. How do you perceive this person? How does this person make you feel? What do you think about this person?
2. Now, consider a different person you work with ... and let's be honest ... who you really *don't* enjoy all that much. It's that one person who seems to cause you problems and tie your stomach into knots every time you have to work with them. How does *this* person make you feel? What do you think about this person, and how do you perceive him or her?

Can you see how these people have very different personal brands? And their brands have nothing to do with who *they* think they are. Their brands exist in *your* mind, based on how you perceive, think, and feel about them. And if they haven't taken the time to define a desired personal brand, they may be seriously limiting their success by presenting themselves in a way that differs from how they want to be seen.

Taking Control of YOU™

So, now apply this thinking to you. As I said earlier, you, too, already have a personal brand, even if you didn't think you wanted or needed one. Your personal brand may be out there doing its thing, creating perceptions about YOU™ without your conscious participation. People may be thinking and feeling about you in ways that are contrary to how you want to be perceived, just like Alfred Nobel. Most people I've met find this idea both intriguing ... and a little bit scary. They don't like the idea that their personal brands may be running amuck without knowing what to do about it.

So, how do you take control of YOU™ if your personal brand exists in the minds of others? How can you make sure your personal brand is what you want it to be? How do you want to be perceived, and how do you want others to think and feel about you? How can you make your personal brand something that is ownable and definable, and how can you communicate it effectively?

These are the questions you will answer as you move through the steps of our personal branding system. And no matter how successful you already are, when you define your desired personal brand, you have the opportunity to distinguish yourself in the workplace beyond your wildest dreams. Just like Starbucks can command a much higher price tag than a standard cup of coffee at a local cafe, so can YOU™ create a premium personal brand that commands a bigger paycheck, better perks, and/or brings you greater recognition and satisfaction in your career.

Think of it this way: Your personal brand is what you stand for. Who is _____™? Insert your name in the blank, and let's begin!