

## You, the Brand

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# Baseline



- Stand
- Turn to the person to your right
- Introduce yourself in 2 sentences please

# The Evolution of Advice....



- “It’s not what you know, it’s who you know.”
- “It’s not what you know, it’s who knows you.”

Really?

# Let's shift the paradigm to talk about you, the brand



“It’s not just who knows you—it’s WHAT they know about you.”

At a networking event, when your name comes up....

# Overview



- Learn what your brand really is vs...
- See great personal branding
- Identify your target audience (s)
- Choose memorable, compelling words
- Learn what NOT to do
- Leave tonight w/your brag bites, a UVP and beginning of your bragologue

# You Have a Personal Brand



- Do you know what it is?
- Did you create it or is it happening to you?
- Do you like it?
- How do you modify/improve it?

# Are you reluctant to talk about yourself?



Why is that?

Let's take a moment...

# Corporate vs. Personal Branding



Marketing Principle	Corporate	Personal
Product	Various, subject to product life cycle, ever-evolving, innovation	<b>You!</b> Can be laser-focused in one area of expertise, or multi-faceted areas of expertise.
Price	Tied to perceived value, subject to competitive pressures, discounts, can lower price for one product and others “subsidize”	Depends on power of brand, <b>you’ve only got one</b> . If you do it right, your price goes up over time as you become more valuable.
Position (in minds of target audience)	Spend tons of survey \$ to measure brand awareness within target audiences (CIO, moms, etc)	Usually not known or inaccurate. Must take specific steps to learn what it is.
Promotion	<u>Ideally</u> detailed in product marketing plan and tied to strategic objectives. Subject to marketing budgets, staff creativity, whims of executives.	Need a marketing plan w/objectives, detail the tactics like <ul style="list-style-type: none"> <li>●Your social networking profiles</li> <li>●Your blog</li> <li>●Your website, etc</li> </ul>



# Marta, the lipstick lady



# What is Google-Available Personal Brand?



## [Es Tiempo.com - Executive Coaching: Coach's Profile](#)

**Frank Carbajal** is Founder and President of EsTiempo, Author of Building the Latino Future, and is a member of the Silicon Valley Coaching Federation. ...

[www.est tiempo.com/profile.html](http://www.est tiempo.com/profile.html) - [Cached](#) - [Similar](#)

## [Amazon.com: Frank Carbajal: Books](#)

Building the Latino Future: Success Stories for the Next Generation by **Frank Carbajal** and Humberto Medina (Hardcover - Apr. 25, 2008) ...

[www.amazon.com/s?...27%3AFrank%20Carbajal...Frank%20Carbajal...](http://www.amazon.com/s?...27%3AFrank%20Carbajal...Frank%20Carbajal...) - [Cached](#) - [Similar](#)

## [Frank Carbajal to give keynote at Hispanic-Net Banquet April 11th ...](#)

Hispanic-Net is honored to have **Frank Carbajal** give the keynote speech at its upcoming Banquet on April 11th. **Frank Carbajal**, Author, Building the Latino ...

[hispanicnet.typepad.com/.../frank-carbajal-to-give-keynote-at-hispanicnet-banquet-april-11th.html](http://hispanicnet.typepad.com/.../frank-carbajal-to-give-keynote-at-hispanicnet-banquet-april-11th.html) - [Cached](#) - [Similar](#)

## [Image results for Frank Carbajal](#) - [Report images](#)

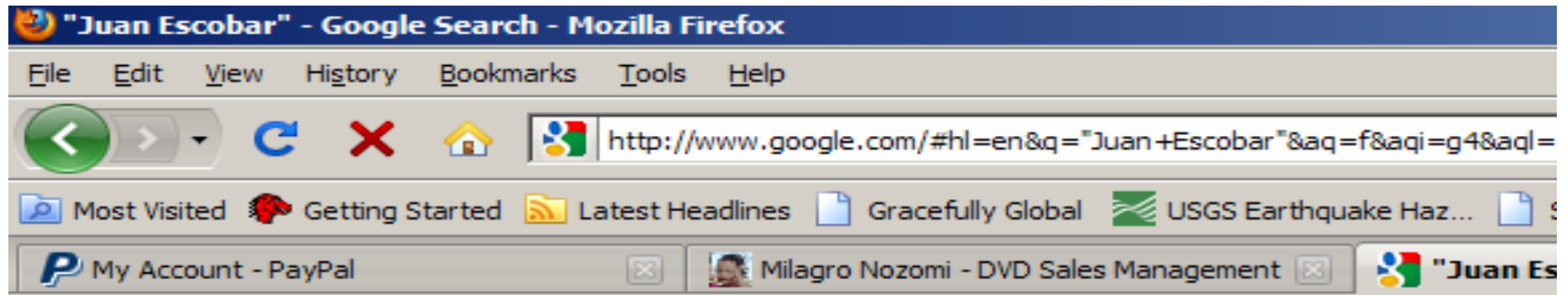


## [Keynote Speakers: Frank Carbajal](#)

With his direct experience in coaching, **Frank Carbajal** provides small business owners, CEOs, executives, managers and directors, with the framework and ...

[www.kenblanchard.com/About\\_Ken.../Frank\\_Carbajal/](http://www.kenblanchard.com/About_Ken.../Frank_Carbajal/) - [Cached](#) - [Similar](#)

# Is Your Name Enough of a Brand?



## Juan Escobar

View **Juan Escobar's** phone number and address. ... There are 578 people with the name "Juan Escobar" in the United States. ...

[names.whitepages.com](#) > Name Popularity - [Cached](#) - [Similar](#)

## Juan Escobar | Facebook

Friends: Víctor Higuera C, Katherine Correa Sañudo, David Ochoa Garcia, Ana Maria  
**Juan Escobar** is on Facebook. Join Facebook to connect with **Juan Escobar** and others you may know. Facebook gives people the power to share and makes the ...

[www.facebook.com/people/Juan-Escobar/524905207](#) - [Cached](#) - [Similar](#)

Image results for "**Juan Escobar**"

# Brag bites, “Bragologues”



- Brag bite: 2 sentences
- Bragologue: 30 sec and 2 minute versions

To stick:

- Authentic
- Compelling
- Delivered in a story-like, conversational way



# Are You Boring or Memorable?

“Hi, I’m Jill and I’m a teacher.”

OR

“Hi, I’m Jill. I’m a physics professor. I just took on chairing the department and now I think I have to go back and get another degree in psychology ....or maybe even parenting.”



# Are You Boring or Memorable?

“I’m Ed and I’m a biochemist.”

OR

“I’m Ed. I’m a biochemist. I’m the kid who got a chemistry set for Christmas at age six and never stopped playing with it. Now I do research for one of the world’s largest pharmaceutical companies.”

15-20 minutes

# ACTIVITY #1 – Your Turn



2 INDEX CARDS EACH

Start your Brag Bites and Bragologue

To stick:

1. Authentic
2. Compelling
3. Delivered in a story-like conversational way



# Idea: Survey Your Colleagues

*What I did as I was transitioning out of military*

- Takes a bit of guts
- The feedback is invaluable and forever
- Can use in personal branding exercise
- Differentiate you in a job interview
- “My colleagues have described me as...”

# Why your Personal Brand Matters so Much



In the last month:

- *LATINA Style* nomination was word-of-mouth
- SV Latino Leadership Summit
- Invited to speak here tonight
- 2 agents suddenly interested in manuscripts

Intentional, excellent personal branding help you achieve your desired results. The opposite is also true.

# Quick thought on The HOW



- For your brand: “just putting it out there” doesn’t mean it will be received.
- You need a written, personal marketing plan
  - Strategy and objectives
  - Tactics
  - SWOT analysis
  - Messages that Motivate
  - Audience (s)
  - Communications vehicles
  - Timelines
  - Feedback loop

# The HOW cont'd



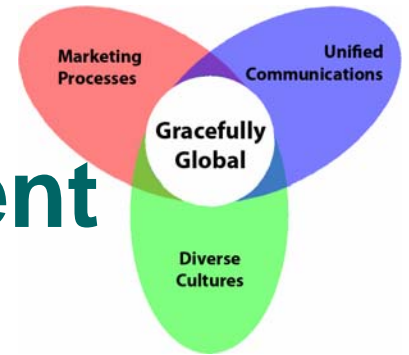
The caution, the article

“10 Ways to Wreck Your Personal Brand”



You're in a job interview, waiting for the hiring manager to enter the room... When she does, she asks just one question...

# Activity: Positioning statement with UVP



- YourNameHere is (what you want me to first think about you)
- that ...(something you do especially well)
- Unlike ...(who am I comparing you to when I think about you?)
- That ...(what do they do less well than you?)
- YourNameHere, with your UVP

## EXAMPLE

Graciela is a communications and marketing guru that thrives on creating compelling content.

Unlike other marketers

that specialize in one industry, one country,

(UVP) Graciela's years of diverse, global experiences bring unmatched multicultural savvy, creativity and professionalism to projects she leads.

# Personal branding win, a note from a colleague



“Grace, As you know, I’m in the midst of collecting supporting information for all the claims in the value scenarios so the (sales) regions are confident using the claims in our direct marketing campaign. I’ve spent 60+ hours searching for and reading analyst reports, white papers, presentations and customer case studies. And once again, I find myself uniquely grateful for the **quality, professionalism and “globality” of your work**. Everything you do is **well researched**, with legitimate attribution of data sources; and you consistently cite examples, costs and data facts from around the world. **No one comes close to the complete picture of quality you consistently deliver. Your work is consistently clear, credible and global** and I can easily leverage it for discussions with my partners in any region. You make it easy to believe our story. You make it easy to use your work in my work. **Your name is my new favorite search keyword in BeFirst** (internal global sales/marketing portal). I just wanted you to know once again, I think you are **standard bearer for great marketing deliverables**. Thank you!”

*Tressa Brophy, Director, Installed Base Marketing Programs, Global Marketing and Communications, Siemens Enterprise Networks*

# Recommended Reading to Develop Your Personal Brand



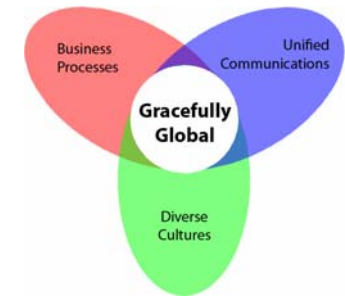
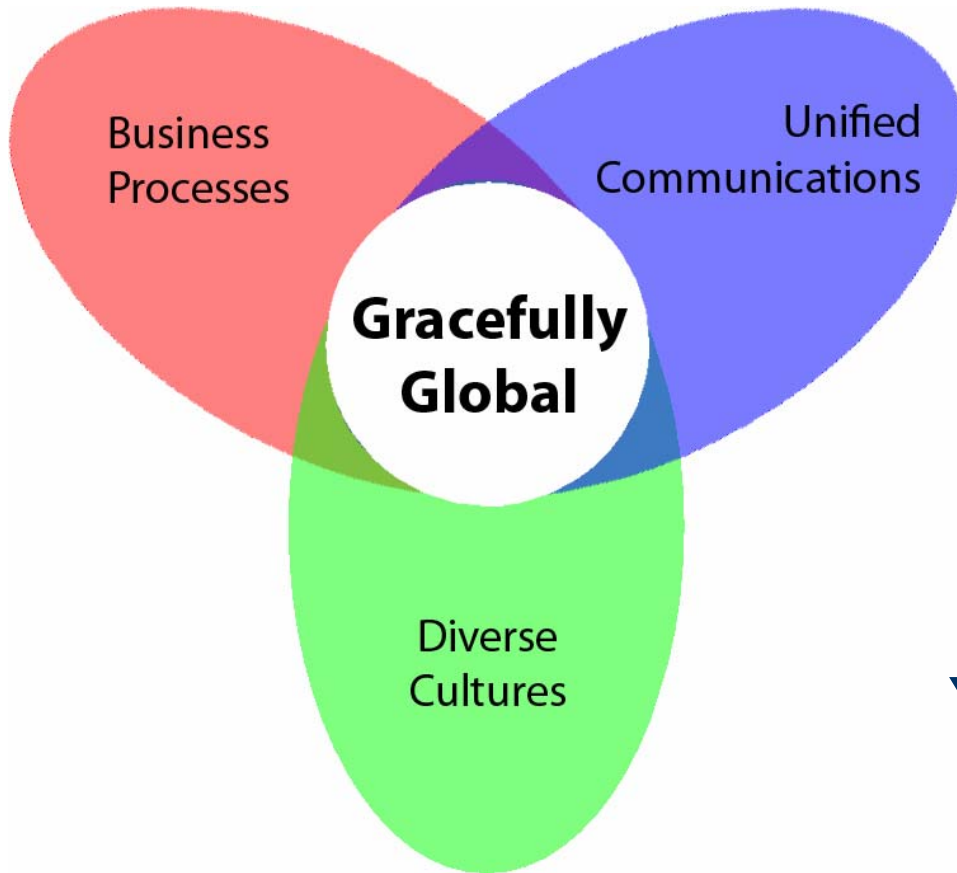
[www.gracefullyglobal.com](http://www.gracefullyglobal.com)

“Books I Recommend”

# Summary



- Self-evaluate, gather your best words/stories
- Ask colleagues for their words/feedback
- Write the brag bites, bragologues
- Write the UVP
- Stand in front of mirror and practice
- Never miss an opportunity again



## You, the Brand

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