

A decorative graphic featuring a large, light blue dashed circle that frames the central text. Various colored circles and rings are scattered around the page: a large teal ring in the top left, a smaller teal circle next to it, a lime green circle in the top right, a green circle with a dashed border below it, a pink circle in the middle right, an orange circle in the bottom right, a yellow ring in the bottom right, a green circle with a white dot in the bottom left, a lime green circle with a dashed border in the middle left, and a small orange circle below it.

Personal Branding Basics

ATA Back to Basics Series
April 6, 2021

Hello!



I'm Ben Karl, MBA, CT

You can find me at [@bentranslates](#)



Let's try something...



Search for yourself on Google.

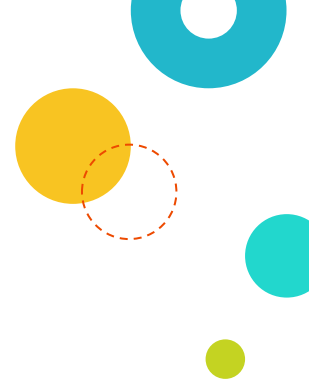


Presentation outline:

- ◎ What is a personal brand
- ◎ How personal brands work
- ◎ Building blocks of personal brands
- ◎ The personal brand statement
- ◎ Next steps



- ◎ What do you see?
- ◎ Are you happy with what you see?
- ◎ Would a client or prospect be happy with what *they* see?



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“

“You, too, are a brand.
Whether you know it or not.
Whether you like it or not.”

– Marc Ecko on Inc.com (9/2013)

The background is white with several decorative elements: a large orange ring with a dashed white inner circle in the top left; a large teal ring with a white inner circle in the bottom right; a large teal number '1' inside a dashed teal circle in the top center; and various smaller solid and dashed circles in colors like green, yellow, pink, and teal scattered throughout.

1

Definition

What is this personal brand business, anyway?

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“[Personal] branding is what people say about you when you aren’t the the room.”

– Jeff Bezos, founder and CEO of Amazon.com

Personal brand

- ◎ Physical qualities, style
- ◎ Attitude, mindset
- ◎ Vision, mission
- ◎ Differentiators
- ◎ Values and *value*...

Intangible sum of one's attributes and the way they are conveyed to others

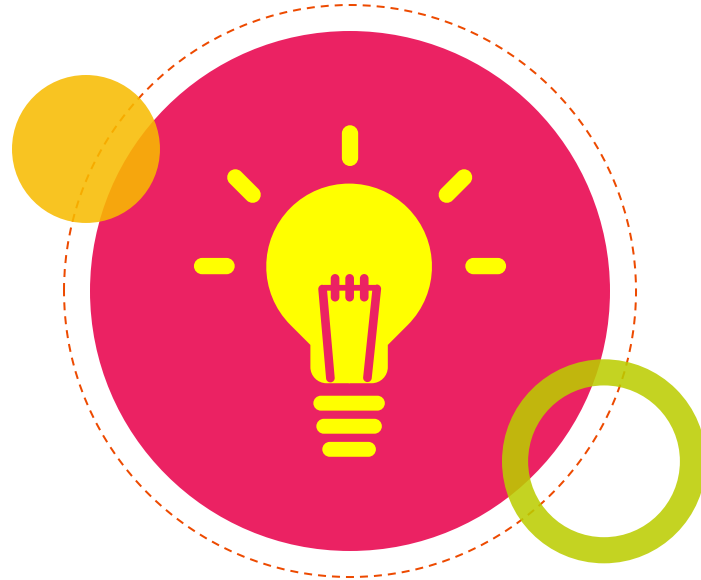


2

Function

How do personal brands work?

EVERYONE



has a personal brand, either by
design or by default





3

Personal Brand
Building Blocks



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“People do not buy goods and services. They buy relations, stories, and magic.”

– Seth Godin

Personal brand components

- ◎ Personal story
 - ◉ Who are you?
- ◎ Unique qualities and skills
 - ◉ What sets you apart?
- ◎ Personal values
 - ◉ What's important to you?
- ◎ Point of view
 - ◉ How do things look where you're sitting?

Personal brand characteristics

- ◎ Authentic
 - People can smell a fake
- ◎ Consistent
 - Inconsistent messages = confusion
- ◎ *Personal*
 - Who are you *really*?
- ◎ Visible
 - What's the point if no one can see it?



4

Personal Brand
Statement

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“Personal branding is all about discovering what makes you special and then communicating it to the right people through multiple channels.”

– Dan Schwabel

Personal brand statement

- ◎ Describe yourself
 - As a person & a professional
- ◎ Distinctive core competencies
 - What are you *really* good at?
- ◎ What you love about what you do
 - Why do you do what you do?
- ◎ Who will benefit from what you offer?
- ◎ What makes you unique?

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I'm a meticulous, curious, and creative French and Mandarin to English translator and copywriter who helps companies make an impact in English. I specialize in financial, marketing, and corporate communications for companies that want to gain or strengthen their foothold in the English-speaking world and impress their American stakeholders.

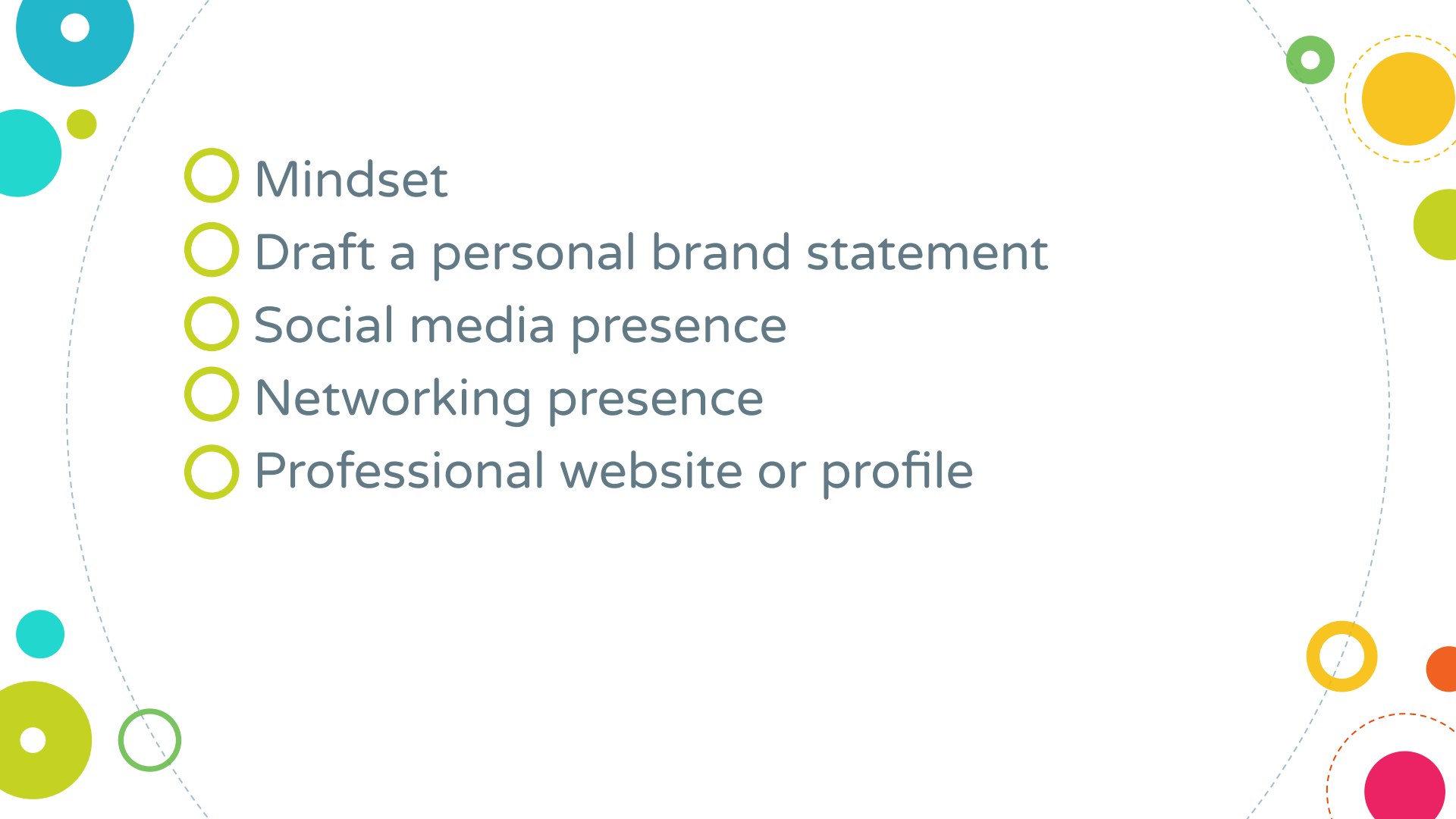


5

Next Steps

Personal branding is a journey,
not a destination



- 
- Mindset
 - Draft a personal brand statement
 - Social media presence
 - Networking presence
 - Professional website or profile



Thank you!

Any questions?

You can find me at [@bentranslates](#) & www.bktranslation.com



Credits

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