Hello!

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

– Marc Ecko on Inc.com (9/2013)
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Definition

What is this personal brand business, anyway?
“[Personal] branding is what people say about you when you aren’t 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
Function

How do personal brands work?
EVERYONE

has a personal brand, either by design or by default
Personal Brand Building Blocks
“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?
Personal Brand Statement
“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?
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.
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

Special thanks to all the people who made and released these awesome resources for free:
◎ Presentation template by SlidesCarnival
◎ Photographs by Unsplash