PRESENTING THE BEST VERSION OF YOU

WHY YOU NEED A PERSONAL BRAND AND TIPS TO HELP YOU SUCCEED

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Hey Y'all! I’m Lakesha.

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Confident Connection Maker

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What is personal branding?

"Personal branding is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see you. It is the telling of your story, and how it reflects your conduct, behavior, spoken and unspoken words, and attitudes.

- Influencer Marketing Hub
LET'S START WITH THE BASICS

- A brand is not a business.
- A brand is not a name, logo or product.
- You already have a brand.
HOW CREATING A PERSONAL BRAND HELPS YOU

• Gain confidence.
• Build credibility and reputation.
• Showcase your specialty.
• Attract ideal opportunities.
• Increase your value.
STEP 1: UNLOCK YOUR AUTHENTIC SELF

- Know your value.
- Form authentic relationships.
- Make authentic decisions.
- Put this into practice.
STEP 2: SET & CRUSH YOUR GOALS

- Create a big picture of what you want to accomplish.
- Type your goals and put them in places where you can see them daily.
- Identify obstacles and competencies.
- Organize goals into smaller manageable steps.
- Create a 30-60-90 day game plan.
  - Identify
  - Classify
  - Prioritize
STEP 3: CREATE YOUR PLAYBOOK

- Develop a concise elevator pitch.
- List your attributes.
- Choose an audience.
- Be honest.
- Make it memorable.
- Make your self-impression = other’s impression.
- Be flexible.
STEP 4: PROMOTE YOUR PERSONAL BRAND TO PERFECTION

• Cultivate an online presence.
• Be your own publicist.
• Show up.
• Give more.
• Invest in your image.
• Connect, connect, and connect some more.
Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you become your trademark.

- Jay Danzie
QUESTIONS?
LET'S CONNECT

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