

## Building Brand You: Using 'Elevator' Speeches and Networking to Take You to the Top



Chances are you're never thought of yourself as a "brand"— but simply put, your personal brand is you. It's the way you present yourself to others, people's perception of you, your skills and experiences, and personality traits. It's **what you can do and what void you fill that no one else can.**

Personal brands are built on authenticity and letting people see you as you really are. By creating a powerful personal brand, you will differentiate yourself from others, which can

*Terry J. Ward, CEO of ATECH Business Solutions Group, offers the following personal 'branding' tips:*

- **Identify Your Strengths and Capitalize:**  
Everybody has skills and strengths that make them unique and separate them from others. Figure out what they are and squeeze every bit of value out of it that you can.
- **Help Others:**  
Use your strengths to give back to the community and help those who have helped you.
- **Get Other People To Sing Your Praise:**  
Your personal brand isn't dependent on what you are saying about yourself. It is the combination of what everyone else is saying about you that has more credibility and establishes your reputation.
- **Be Visible:**  
You are not going to get people talking about you if you are not top of their mind. Attend social functions at work, go to conferences related to your industry, and circulate throughout the room in social settings to make new connections.
- **Be Yourself:**  
People are attracted to others who are confident, intelligent and charismatic. It is only natural that people would much rather associate themselves and work with people that they like and trust.