**BYT DEVELOPING YOUR PERSONAL BRAND**

**Jeffrey**: Welcome to Build Your Tribe with your host, Chalene Johnson.

**Chalene**: Oh, my gosh! I'm so super stoked to sound like I’m from the 80’s about this episode, about personal branding and here's why: I really feel like I know a lot about personal branding like in my preparation for this particular episode, I'm still really researching it and looking at what other experts say about personal branding and what I realized was my own brand is still very much in transition, more so, than what I realized before I started doing the preparation for this particular episode.

So I'm going to tell you I'm going to share everything that I've learned in my research and preparing for this but I'm also going to tell you that it was extremely eye-opening like it sounds weird, I hope this makes sense but this is a really super valuable episode for me because I had to go through to the exercises that I’m going to share with you and in doing so, I’m like, "Whoa, my brand, the transition of my brand isn't really where I thought it was and that our own personal perception can very quite vastly from the perception from our “tribe” or our lifers or the people who are familiar with us.

First, I'm just going to start with the plain old Wikipedia definition of personal branding. It says, “Personal branding is a practice of people marketing themselves for their careers as a brand. Success comes from how we package our self or self-packaging.” So, personal branding involves creating an asset by defining an individual by the clothes that they wear, their physical appearance, their online presence, their knowledge and packaging yourself to be memorable in any particular space.

Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, a group or an organization. So, personal branding can also involve the application of your name to various products. So for example, celebrities, like Donald Trump or Kim Kardashian use their name to associate with products that kind of drop an image or a lifestyle for people.

Now we're going to talk about a lot of things in this episode but one thing that's not mentioned in many definitions as I've looked them up in my research for this program is your character, your ethics, your beliefs and those belief systems have been very closely tied to most of our personal brands and in fact, it's how people most easily identify with whether they trust or like someone.

Now here's why I decided to do this particular episode. I hear from people all the time even in my mentorship groups, who will say to me, “I’m really unclear what my brand is. I don't know what my personal brand is or I don't know how to tell people or define my brand”. That made me realize we really mystify the term personal branding, so I wanted to dig in deep. So let's talk about what it means to have a personal brand and let me start off by saying the good news is you already have a personal brand.

What we're going to find out in this program is if your personal brand, your perception in the marketplace, your perception to the general public to the people who know you, and the people who you're trying to connect with, if your perception matches theirs, and you might find as I did that it isn't exactly where you'd it like to be and that's awesome because it just helps us to identify what we could be doing better to more clearly establish our personal brand.

All right. So let's start with step one. Step one is really taking a personal inventory. In other words, being very self-aware, asking yourself, what is it that I want to be known for? What is it that I want people to associate me with based on my past experiences and what I think I bring to the table? What it is I think that I have its unique and special and I want people to know me for? It's how I want to serve people it’s what people I want to think of when they think of me and when they describe me.

That's step one and that really does require taking up personal inventory and asking yourself, what is it that's special about me because I'll talk to people who are even a stay at home mom and someone who doesn't necessarily have a “business” but they have purpose and they passion and they have a message they want to share with others. If that's you, even if you don't have your own business around it, that is your personal brand. As a matter of fact, if you work in a law firm or for a CPA firm and people know you for something in particular, that has become your personal brand.

Now you have to be aware of that because it might not always be what it is you want people to know you for and I'll just start by sharing with you that when I ask people to describe my personal brand, 9 times out of 10, they start with celebrity fitness trainer and the reason why that's peculiar to me because that's just perception. I've done a lot of exercise videos and those videos live on and on and on and people spend time with them every single day but my own reality is, that video took me an hour to film or however long it took me a film and it just lives on and on and on it was a fraction of my week, a moment in time that happened that year or that month but the rest of the time, the rest of my days, my passion and my pursuit really revolves around personal development and business development and coaching people on their businesses and I’ve been doing that for years and years and years but the general public knows me from fitness.

So then I have ask myself, “Am I okay with that?” and, “Do I wish or do I want that to be different?” So the answer for me is I am okay with people knowing that I’m a celebrity fitness trainer but I do want to create more awareness around the fact that my true passion, my calling, and where I believe I’ve helped the most people really make a permanent change not in just their body fat or the muscles that they have, but permanent change of their whole life is the work that I’ve done in personal development and business development, so that means it’s really up to me to do a better job of marketing those qualities that I believe differentiate me those qualities that I believe are unique and relate very much to my purpose.

The next step in figuring out your personal brand is to ask yourself, “What is it about you that is memorable? What stands out?” Of all the people who do you do and know what you know and are in your space and happen have the same type of job title or even on paper it might look like you have similar experiences but what is it about you that really stands out that memorable that you’re like “I’m not just like everybody else because of the fill in the blank?

For example, think of someone like Rachel Ray. Now, Rachel Ray is a television chef but she’s not a trained chef. What sets her apart what really allowed people to identify with her own goal yeah totally I get it I like this I like her I relate to her is what sets her apart from everybody else in the space and that was simply that she wasn’t professionally trained she learned her cooking skills her culinary secret if you will from working in the kitchen with her family and she always made a point at least in almost every episode that I’ve ever watched of her to work that into the messaging so that’s one thing to remember about your personal brand is it’s not always obvious to people what it is, you almost have to state it even when it does seem obvious because you’re reminding people how it is they can really relate to you. And again when you think about what it is that makes you different of course there maybe people who have that same differentiator that you do.

So I’m in the personal development/business development space what I think separates me from most others not all but from most others in the space is that I run this business completely with my husband that we make it our priority to place our marriage first and our children first, before any opportunity before any cool thing that comes our way before any goal that we set that is ego-driven we really make our family first. We also incorporate our faith.

I think that differentiates us from most other people in this space, not all ‘cause there’s lots of other people and I am very attracted to them and part of their tribe I’m one of their lifers because they make that known about themselves. So when you make that differentiator known to people it makes it easier for those people who are looking for that to find you one percent, if used as an example is Michael Hyatt.

The very first time I read one of his books or listen to his podcast I thought I love that he’s regularly mentioning his wife, his family, and his faith that helps me understand how it is I relate to his personal brand, it helps me to identify it and he has not only packaged it that way he’s marketing it whether you realize it or not even whether he realizes it or not it’s what we’re telling people about ourselves that helps them to identify with us and decide it is not really for me or yeah totally I like this person that’s what I was looking for I relate, I trust them I like them, I want to do business with them.

Step 3, and more clearly defining your personal brand is to think of other personal brands that you really closely relate to. Now, I think this is a really important step and in fact when you’re driving or you’re in some place now where you can’t take some notes just remember to comeback to about the 10-minute mark of this episode so you can go to this exercise. And what I want you to do is just write down some names of personal brands that you think to yourself I really like what they stand for, I love what they’ve done over the course of many years, I’ve been a member of their tribe or I am one of their lifers.

Some examples I can give to you for me one of them is Susan Summers. I love Susan Summers and I’ve been one of her lifers since I was a teenager like we had time master I watch her in televisions so I was already drawn to her even when she was doing something fitness-related. And went I think of Susan Summers, I think of someone who is just always sharing what it is she’s going through with the people who will listen and it’s not because it necessarily fits with a particular image or what people expect of her she’s just like this is what I’m going through, this is where the stage that I had on my life, this is what I figured out and if this helps others fantastic whether it’s fitness or nutrition or recipes or you know staying youthful and metaphors or so many cool things that I’ve seen Susan Summers do that I think is very much in alignment with the way I kind of what my brand to look like I don’t want to be doing 10 years from now what I’m doing today I just I don’t know what that is but whatever it is I’m always going to be sharing it with the people who are willing to listen, because if I figured something out I believe it’s an obligation to pay forward and share with other people and one of the strongest ways that I’ve been able to identify with Susan Summers is the fact the she’s always complimenting her husband whether she’s doing an interview on QBC or Howard’s Turn she always referencing her husband in how intricate their relationship is even though she’s on the cover of the book and even though she’s the person on QBC selling.

She always gives credit to her husband as being the strength behind that business even though she might be the face of it and I really can relate to that and I respect that I don’t know what the man looks like but I know he’s name is Allan I respect that she’s always giving him credit even when the person who’s interviewing her hasn’t necessarily brought his name up she just such a great job of honoring him and making him feel important and you know what that’s more important in my eyes than making the audience feel important.

To me, that speaks volumes and its part of why you might not know what my husband looks like but you know his name is Brett. So by identifying a few people who have personal brands that you really relate to, I’m writing those names down and just spend the moment thinking about why it is you relate to their personal brand and what pieces of it that you want to emulate in your own personal brand, whether it’s their style, their career path, their personal evolution, what they stand for or where they came from and where they are today, the image that they project, their integrity and most importantly jot down of few notes about what it is you know about their values.

I think it’s those people who make their values really well-known that are the easiest to identify with or to repel. I mean, there are certain people in media who we find them interesting and fascinating and they have some celebrity and fame but we know so much about their personal values that the reason why they’re famous is because we can’t even believe people are like that. You know what I’m talking about? I’m sure a few celebrities have come to mind. But when it comes to those you want to emulate, I want you to think about of values that you yourself embrace.

The next step and more clearly defining your brand is asking yourself what your image says about your brand. Branding is really about visually packaging yourself, it’s how you show up, it’s your first impression and it says so much to the world about who you are and what it is that you represent. Now there are some studies that say that our physical appearance represents anywhere between 20 and 30 percent of our personal branding package. I would dare say that it is almost double that for women.

Listen, I can say that because I am a woman. When a woman meets another woman, we usually don’t even remember her name because we are so taking in every part of her appearance. It just is what it is. It’s not that we’re measuring each other, sizing each other up, it’s just were trying to take in all the information and the form and opinion about people it’s we’re trying to understand who they are and what it is they stand for.

How many times do you walk into a crowded event like a networking event or event where many of the people there are peers of your and those who stand out are the ones who are dressed differently? You can either choose to dress to blend in with your background or to stand out, and the more you stand out, the more you differentiate yourself, the easier it will be for people to identify what your brand is all about.

When I realize how incredibly important it was to dress appropriately for my brand, for the message I was trying to send people, that’s when I hired an image consultant. I hired Tiffany Lee Bymaster. Many of you probably know her in social media as coach glitter, so before I need to be speaking engage may I what will do is schedule out of block of time and show come over to my house and on a rack I have hanging all about 30 or 40 different options. From those 30 or 40 different outfit options, we will select 4 or 5 that she feels best represent not only my brand but the topic that I’m presenting on now after I share with you then am recently occasion I had ladies you’ll know of talking about one of those amazing outfits that’s when you put it on you like” Yeah, I know this looks good on me. I feel like a million bucks, I know I look good, I love this and I just I know she’s going to love it,” right?

And I walked out to show her the outfit and usually what she will do is. “Okay, let’s say we need to shorten up the sleeves a little bit here and I think you should wear that with that accessories and let’s pair with these shoes.” And I fully expected it when I walked out to show her the outfit that would get that big smile and instead I got one eyebrow up and you like what would dogs do and hear an odd, high-pitched sound and I am like” you don’t like this?” “No, I really like it, it’s really cute and let me guess you got it from a G?”, she said the name of the store in mall where I bought it and I said “Yeah, how did you know?” “Yes, because it looks like it’s from that store and that’s fine it’s really a nice place to shop but most of the people in your audience will also be shopping there and your brand and the reason why people come to you is because you’ve got advanced knowledge.

You know what’s next before everybody else does; you’re filling them in on what’s happening in marketing. So, if you show up in an outfit that quite possibly 15 percent of your audience could be wearing some variation of it, then it’s difficult to position yourself as the cutting edge, leading expert who knows things before everybody else knows things. So while that’s a great outfit and I’m totally cool with you wearing that on date night or two-dinner party for this particular event you want to wear something that says this is just a couple of steps ahead. This isn’t something everybody else has, it’s special.” And I was like I get it. That matches my brand and it helped me to shop for future events.

Now, you can argue that it shouldn’t matter you’ve got great information and integrity and character and people are coming to you for all the right reasons. It really shouldn’t matter what you wear and what accessories you paired with what shoes. Yeah, I wish that were true, it’s just not. So why not instead of fighting it and you know like mocking the system why not just go with it and realize it’s not that hard to put a little effort and thought into our personal appearance it’s the first thing people see and especially now in today’s social media the way that we market ourselves is visually. That means we’ve got to make an investment in our visual appearance and our visual branding, it’s our packaging, so consider investing in a personal image consultant.

I consider myself pretty fashionable and if you would just listen in previous episodes, I was pretty close to winning the best dressed my senior year in high school. Nonetheless, it still took the outside opinion of a professional to help me identify where my clothing and my style and my personal taste will just slightly just slightly off of my personal brand and it has made all the difference in the world. Consider those things an investment. If you’re serious about your personal brand, remember that it’s packaging yourself so that people can clearly identify what it is you stand for.

Next is being able to identify with the particular group. In other words, what group of people or fans or friends or followers do you most resonate with? Do you most identify with? Because to attract lifers or in other words or stated in other way to build your tribe there has to be a group of people maybe if even just a small group of people who you feel is that you could be their trusted adviser. These are people who you relate to them, you want to help them, you know what it is that they stand for and you believe so much in what it is you’re doing that you want to share with those like-minded people. Now, you’ve got a way to identify with a particular group because it’s going to help you better clearly identify your own personal brand. Part of your personal brand is, understanding who it is you seek to serve.

For me, personally, I am just so incredibly passionate about helping people who are interested in becoming entrepreneurs or who are interested in starting their own business. I am so passionate about helping them do that in way that doesn’t just destroy their relationships, that it doesn’t destroy their balance, their ability to have fun and enjoy life and to connect with others. I very much identify with people who are passionate and creative and they’ve got a message to share but they’re good people they just really don’t understand internet marketing and email marketing the way that I’ve had to learn to understand it.

And so, I really relate to entrepreneurs to don’t like the thought of internet marketing or even social media marketing but it’s the best way the easiest way and the most effective way to reach the largest amount of people to really share your message but for those of us who don’t necessarily like sales or feelings “salesy” or even the term marketing, there’s a way to teach and learn this stuff that doesn’t feel slimy and that really helps people understand how important it is to get your message out there and there’s a certain element of technology to that which I love explaining to people who are very much like me, the creators, the people who have a message to share, people who are in the service and information industry.

So those are the groups that I really relate to today and those are the people who I’m trying to attract as lifers. And part of the reason why I’m so passionate about that today is because I was there once. I think to become an expert at something you have to dealt with and kind of figured out something that was once a huge challenge or trauma or hurdle for yourself personally. And so that’s who I really identify with right now and those who are people who I’m looking to attract to become my lifers. Now when I say lifers I’m referring to people who I fully expect to take care of them for the rest of my life.

I don’t know what I’ll be doing 10 years from now but I know that I love what I’m doing and I know that whatever it is I’m figuring out, I’ll been looking over my shoulder with the big smile on my face to make sure the people who are still with me can avoid any misstep. I also think it’s important to note that as a leader, as somebody who is attracting lifers to them, I very much in the trenches, the people who I relate to I’m like them I’m like one of them I’m learning from them and it’s my job to kind of protect them but it’s not my job to tell them what to do.

In fact, when I hear someone say well Chalene says to do this way or you said this was the best way to do it. I correct people and say that’s not true I will share what has worked best for me but I would never say there’s only one way. There’s a million variables that would affect person’s outcome. There’s a million different ways to get the same result I’ll share my best practices and I hope to improve them. And I hope I have the people around me who are willing to say let’s try a different way, who are willing to be curious and share their answers with the group like we really take of each other and I think that’s how you know you can trust people because you feel like you’re one of them.

I want those who are my lifers to know that I am their lifers and I’m going to take care of them as long as I can serve them. And to be a true leader you have to be a part, you have to see yourself as a part of something meaning I’m still in the trenches, I might still be little further ahead in one area or another, but my job is to never to think of myself as a dictator or someone who’s telling everyone how to do something. I’ll only share my best practices and I’ll share them so you can examine them and figure out if this way works for you or if there’s another way. And I hope that because you feel a part of this that you’ll share your own experiences if you’ve tried something and it actually worked a lot that better at least from my advantage point I believe that truly leader does just that.

They don’t dictate to their group because the member the group and they know that collectively we’re so much better when there is curiosity, when there is discussion, when there is forum and the difference between leader and someone who’s really creating an ego-based tribe is the best one of tribe that’s the group of people who are worshiping one person and I just I think that’s dangerous and I think that’s how people operate when are actually lacking in confidence and I think it’s a very paranoid way to operate. I mean a true leader has the confidence to know and to believe that we are a member of a group and we want everyone to do better in that include ourselves.

How could a one person ever have all the answers? That’s when you know you’ve attracted to right kind of people to you, the kind of people who are willing to stand up and say hey, I’ve found this really cool app, I found this incredible way of reaching more people, I am reading this amazing book and you guys have to hear about it. I found this outstanding podcast and I want to share it with you. That’s how you attract lifers is to remember that first and foremost, you yourself are a lifer.

So with the beginning of this episode, I share with you that I’ve gone through a few personal exercises this week which helped me to identify where in particular my personal perception of my brand didn’t align with the general population or the people who I think of as members of my tribe. Now I want to share those exercise with you so that you too can get a better sense of where your perception might be slightly off that of your followers in the people who you are trying to serve.

So the first thing I’m going to ask you to do is go to your Facebook page cause I know you have one and if you don’t, you need to get one or go to your Twitter or go to your Instagram and just ask people to answer the following questions for you. If you had one elevator ride to pitch me to somebody who you know would love my services or what it is I have to offer, how would you do that? If you had to do it like 3 or 4 sentences, how would you just to describe me?

Now again when I went through that exercise, I saw that most people would describe me first like the very first description was celebrity fitness trainer or motivator or a workout person and then they went into some personal development or business development or that I’m an author.

That’s how I realize my own marketing efforts have been creating that misconception and when I say misconception meaning it doesn’t really align with want I want people then know me for. First and foremost, I still want to be known for my contributions and my dedication to fitness but I’m hoping that that’s second or third piece that people think of when they think of my name. So go and ask that question to your fans or friends in social media.

Now if you don’t want to do this on Facebook or in social media you can simply send that same question to a group of 10 or 20 of your associates but I would suggest that you send it to a variety of people. And by that, I mean some people who know you well and know what it is you want to stand for and then maybe some people you’ve lost touch with over last couple of months or couple of years and just see what comes back.

The next exercise is to simply try to write two or three sentences that describes your personal brand. Now, this is not as easy as it sounds, so don’t let that idea just bounce surrounding your head I triple dare you to actually write it out. How would you describe your personal brand? What adjectives come to mind when you think of your personal brand? Are you cutting edge? Are you down to earth? Are you girl next door? Are you a guy’s guy, an entrepreneur’s entrepreneur? Now you’ve only got a couple of sentences to do this , so some of those adjectives need to convey to people what’s special about what it is you do cause lots of people do what you do, but what’s special about the way you do it?

So if you’re imagining putting just maybe a couple of sentences on a box, a box that packages you and you want somebody to pick it up off the shelf and it’s sitting on a shelf right next to other packages of other people that are very similar and the same space as you and you need your box to stand out, you need someone to pick up your box and look at a little doll of you, that little figurine that represents you and your personal brand and on the outside of that packaging are the words that describe what’s inside you, your personal brand. And it’s right next to your competitor who does very much what you do but there’s something that sets you apart, what is that? And can you find the way to describe it in a couple of sentences? Not easy, I can tell you.

For me, it was really hard because I had to keep thinking about what do I include this and this is kind of who I am and that’s kind of who I am but when I boiled it down to 2 or 3 sentences and a few important adjectives, it really helped me to clarify my personal brand. And you’ll see I’m going to take on a whole new direction on Facebook and on YouTube and even on Instagram you’re going to see less of the fitness stuff. It’s still part of who I am but I really want to attract people who need my help, the people who I can help in personal development, living a more balanced, happier relationship-based life, a life that allows you to live your life by design.

I want to help people who are starting to their own businesses and don’t necessarily understand internet marketing and social media marketing. So if I’m going to do that, I’ve got the position to myself, I’ve got to market my own personal brand to better convey that.

I hope you’ve enjoyed this episode, it’s been a really fun week for me, very eye opening to take a look and really do some reflection on what it was I’ve been doing lately. That was actually detracting from the direction I want to go in. I hope that you’ve done the same.

I hope you give me some feedback and let me know how the show has helped you. Speaking of which, it is so important, I’m realizing in being new to podcasting how critical it is and how blessed I am to have those of you who’ve been willing to take time out of your day to rate this podcast, to rate this show, to share it with other people, and to leave me a review on iTunes. It’s huge. I had no idea how much of facts, the ability to basically have people to find out about the show like you drop into oblivion if people aren’t talking about your show and rating it and leaving reviews in iTunes.

So I just want to thank you for doing that. And, hey, listen, you are the bomb.com. Let me know you listened to this episode by going to my Facebook page. You can also help me keep me accountable as I work to better transition my personal brand and just leave me message and use to #personalbranding and I’ll know that you heard this message.

Thank you so much for spending this time with me today. Now, go and build that personal brand, be you, times two.

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