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March 2025 NH CIBOR president's message: Personal branding - by Kathy DeMello

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Years ago (OK, some may say decades!), when I was in corporate management, I read an article in Fast Company magazine entitled “A Brand Called You” written by Tom Peters.

For those of you who aren't familiar with either, Fast Company is a leading progressive business media brand magazine published six times a year. Tom Peters has been a leading guru in business management and has written numerous books on the topic including “In Search of Excellence: Lessons From America's Best Run Companies” and “Thriving on Chaos: Handbook for a Management Revolution”.

The article I refer to impressed me in many ways and is still relevant in today's professional world. No matter what industry we are in, especially sales, it's important to pay attention to our personal branding. Here's why:

1. Establishes your unique identity

Self-branding helps define what sets you apart from others in your field!

2. Builds Credibility and Trust

A strong personal brand builds trust with your audience, colleagues, and potential clients. When people see consistent messaging, expertise, and authenticity in your brand, they are more likely to trust and engage with you.

3. Enhances Career and Business Opportunities

Your brand acts as a magnet for new opportunities. Employers, clients, and collaborators often look for individuals who stand out in their industry.

4. Creates a Lasting Impression

First impressions matter, and your self-branding ensures that people see you the way you want to be seen. A well-crafted personal brand leaves a lasting impact.

5. Improves Online Presence and Visibility

With social media and digital platforms playing a huge role today, self-branding ensures that when people search for you online, they find a strong, professional, and credible presence that aligns with your expertise and values.

6. Empowers YOU to Control Your Narrative

Rather than letting others define you, self-branding allows you to shape your story and present yourself in the best possible light.

Finally, self-branding is not just about self-promotion – it's about strategically showcasing your value to the world. Whether you're looking to grow your career, build a business, or influence others, a strong personal brand can be the key to unlocking endless opportunities.

Happy branding and happy spring!!!!

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