

What Is Personal Branding?

- It's how you (show up) and present yourself to the world; *It's your reputation*
- Defining your unique qualities & communicating them effectively through various channels (*such as social media, networking, & professional interactions*)

Why Personal Brand Matters

Personal Brand is a powerful tool for shaping your professional identity; it helps you get noticed, build connections, and achieve your career goals.

- sets you apart from others by highlighting your unique value proposition; showcase your value
- fosters trust and credibility with employers; attract opportunities
- by establishing yourself as a thought leader, you can advance your career and achieve your professional aspirations
- authenticity

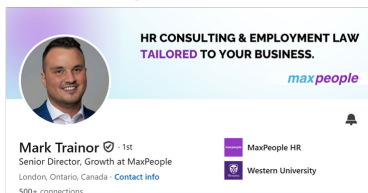
Personal Brand Statements

As the Senior Director of Growth at MaxPeople, I am dedicated to helping organizations unlock their full potential by providing premium HR solutions tailored to their unique needs. We deliver best-in-class HR Services, Training, Recruitment, and Employment Law to clients across many industries. We partner with our clients to solve their HR challenges and drive tangible business results.

With over a decade of experience in sales leadership, I thrive on driving revenue growth and fostering client relationships. My expertise lies in developing strategic sales initiatives, nurturing partnerships, and ensuring the highest level of client satisfaction.

I am passionate about connecting with fellow industry leaders and organizations looking to elevate their HR practices and drive business growth. Whether you're interested in exploring our HR solutions, discussing partnership opportunities, or simply want to exchange ideas, I welcome the opportunity to connect and collaborate.

Feel free to reach out via LinkedIn messaging or email me at mark@maxpeoplehr.com



Developing Your Brand

Building your personal brand is about being confident in who you are and letting others see why you're awesome.

- Self-awareness; reflect on what sets you apart from others.
- Know your audience
- Brand statement/message; tell your story
- Consistency across all platforms
- Build you online presence
- Network; engage with others in your industry
- Showcase your expertise; position yourself as an authority in
- Your area of expertise.
- Seek feedback
- Authenticity; your personal brand should reflect you
- Genuine values, personality, and aspirations.

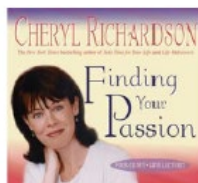
Passion + Values + Purpose = Personal Brand

Brainstorming Your Elevator Pitch

Use this brainstorming tool to generate ideas for your elevator pitch.

Who Are You?	What Do You Do?	How Do You Do It?	What Makes You Unique?
What is your name?	What is your job title or professional experience?	What specific steps are you taking to meet your goals or solve your problems?	What can you offer that your competitors can't?
What company do you work for?	What is a project or initiative you've completed in the past?	What skill sets do you have?	What is your personal brand or your company's brand identity?
What is your product called?	What projects or initiatives are you working on now?	What functionality does your product have?	What statistics can you provide that demonstrate your value?
How do you relate to your audience?	What volunteer work have you done?	What resources do you or your company have?	What awards or distinctions have you won?
What industry do you work in?	What are your interests or hobbies?	What are some strategies you use?	
What are some comparable businesses?			

Resources



(Weller, Elevator pitch how-to guide 2022)
(Morrison, 10 personal brand statement examples for inspiration 2024)
(Joe Weller, Elevator pitch how-to guide)

