



BUILD BRAND YOU

You already have a brand, but it might be hiding in plain sight. Your brand is the way people think about you and the categories they put you in. Your brand sets you apart from others, but only if the edges of your brand are identifiable and everyone around you begins to count on the promises that your brand makes.

The purpose of this tool is to help you identify those edges and those promises in order to build a distinctive, differentiated Brand You that stands out in every room you enter.

Step One - Identify Your Edges

The best way to identify the edges of your brand is to imagine putting up a billboard that says, "Here's what I know, here's what I do and here's who I am." Below, take a look at how Craig answers these questions and then do it for yourself.

K KNOWLEDGE - For what bodies of knowledge are you a go-to person?

"Ask me about..."

Resilience; sales; communications; entrepreneurship; stories; failure; crosswords; photo books; travel

"Ask me about..."

S SKILL - What are your deeply-practiced skills people can count on you to be good at?

"Watch me..."

Teach; sell; speak; coach; negotiate; tell stories; design online courses; build companies; ask questions; listen

"Watch me..."

D DISCIPLINE - What are your non-negotiable disciplines?

"Every day, I..."

Get up early; hug my wife and tell her that I love her (19 times); work out; speak my three mantras; feel lucky; do something goofy or mischievous; swear; wear pocket squares; write hand written thank you notes; laugh; eat healthy; go to bed early

"Every day, I..."

Step Two - Gather The Evidence

Now gather some evidence. Select five friends (mix of old and new) and five current or former work colleagues (current and former) and ask them - individually - the following questions:

What is one word you would use to describe me?

What is one thing that is consistent about me?

What's something you think I should do more of?

What do you think I'm best at?

If you compare me to an existing product or service, what would you compare me to?

Their answers to these questions will give you some confirming - and disconfirming - evidence for the "edges" you identified above.



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Step Three - Make Some Promises

Now make some promises based on who you think you are, what your evidence suggests and who you want to be. Put these promises on a visual that you can keep close at hand.

Craig's brand promises that differentiate him (or do they?)...

K Knowledge - Ask me about...


Finding holes in an MBA curriculum & filling them
Building resilience
Promoting people who don't look like me
The power of storytelling

S Skill - Watch me...

Teach
Sell
Speak
Coach

D Discipline - Every day, I...

I bring energy
I speak the truth
I push hard
I say thank you




Your brand promises that differentiate you (or do they?)...

K Knowledge - Ask me about...

S Skill - Watch me...

D Discipline - Every day, I...



Step Four - Back Them Up

Look back at the evidence you've gathered from friends and colleagues (and your own direct experiences), and for each promise your brand makes, attach a supporting piece of evidence to that promise.

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D Discipline - Every day, I...


I bring energy
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We know these things because (evidence)...

"Entrepreneurial Selling"; "Selling Yourself & Your Ideas"
"Bounce Back Better"; amputee
Kellogg Sales Institute faculty; guest speakers
"What's Your Story?" book; keynotes

MBA, EMBA; high school courses; 36 MasterCourses™
Sales Engine Inc.; IBM; career salesperson
Professional speaker since 2005
Always-on feedback; Goal Coach

Enthusiasm; mischievousness; love
First sales calls; proposals; reports; apologies
Sprints; workouts; cold-calling
Hand written notes; manners; gifts



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We know these things because (evidence)...

