



Let's Talk About Your Reputation

Your personal brand is your reputation, your legacy and your most valuable asset. In today's global economy, it is critical that you direct and manage your reputation online and live your core values in person (walk the talk). The value people assign to you is directly tied to how they feel about you – and perception is often created by your behavior, image and positioning. Start taking control of your reputation today.



Stand Apart from the Competition

Imagine you are a client looking to find an attorney. To you, there is no clear difference between one attorney over another. How would you choose? Most likely, all things being equal, you would choose the least expensive one. After all, why would you pay more – all things being equal?

In brand marketing, we call this “a commodity sale.” The consumer chooses based on price when there is no clear differentiation of perceived value. Is this how you want your clients to choose you? Is your value to your clients that you are the cheapest solution to their needs?

Become intentional and focused

Branding gives experience to something intangible; it gives names to the qualities I feel when I work or interact with you. Unlike marketing, which is when we direct an audience to action, branding sets the emotional expectations and promises between you and your target audience.

You can start by becoming intentional about the words you choose, the company you keep and the way you represent yourself. Your audience is looking for consistency and relevancy.

Consider how you want to be perceived, the reputation you want in the world, then intentionally create a path in that direction.

Your brand differentiates you from your competition, attracts opportunities to you and enables you to receive recognition for your accomplishments. Business and personal branding can uncover your desired goals and bring you benefits over your entire life - personal and professional.

Focus on building credibility

Saying you're a good kisser doesn't make it true.

In developing your strong and compelling brand, focus on promoting that which is relevant and compelling to your target audience. While it is true that most audiences need to trust the company/ service/product/executive who is selling to them, you simply cannot sell trust.

Telling someone to trust you is like saying you're a good kisser - it really is up to others to assign you that value, not you. Trust is something you develop and earn over time, through respect, rapport and building credibility.

To build trust and credibility, you must consistently articulate your values: What do you hold dear? What do you believe? Values are not trite marketing slogans - instead they are beliefs held at your core.

Your values drive you and the organization and are reflected in how you do business. They show up in the decisions you are most proud of and the ones that led you to take the biggest risk. Your values are tied intricately to your identity. If separated from your values, you would not be you!

For more information on building your brand – online and in person – pick up a copy of:

Reputation 360: Creating power through personal branding (Book) and *Stand Apart from the Competition!* (DVD)

Reputation360Book.com

An accomplished speaker, author and advisor to CEOs, executives and businesses, Lida Citroën captivates audiences with her empowering message about intentionally managing your brand and reputation to attract opportunities. For more than 20 years, Lida has brought her unique, engaging and actionable techniques to clients, earning her international acclaim as an expert in reputation management and personal branding.