About Author/s:

After graduating from the University of California, Irvine with a degree in political science, Peter Montoya went to work for a nationally recognized sales trainer. During the next five years, he lived in 25 major cities and performed over 2,000 training sessions in every industry. Then he was hired by an advertising agency to offer seminars. These seminars focused on a radical new concept: personal branding. When steadily increasing numbers of service professionals began attending these seminars, Peter realized the entire country was begging for a personal branding revolution. Soon, he left to start his own firm - Peter Montoya Inc.

The Brand Called You
The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand

Authors: Peter Montoya with Tim Vandehey
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The Big Idea
What does it mean to consider yourself a brand? When Ralph Lifshitz wanted to become a famous fashion designer, he didn’t start by working 24 hours a day designing clothes. The first thing he did was to change his name to Ralph Lauren. Branding seeks to create a better perception. Not a better product. So your role is to make the changes necessary to create a better perception. The principles for creating a “Personal Brand” are spelled out in great detail in “The Brand Called You.” In this book, you will understand, too, that it’s not enough “to understand the principles.” What you will need further is the flexibility of mind to actually adopt and use these principles.

Peter Montoya Inc. has met every conceivable marketing challenge for an impressive collection of clients - with thousands of clients representing every type of profession. Through public seminars and private presentations, Peter educates tens of thousands of professionals yearly. He delivers more than 100 speeches each year and spends half the year on the road interfacing with clients.
Introduction
This book is not just about helping you survive your first year of business. It’s also about getting out of your “survival mode” and turning your business into a consistent profit-making venture. This book also talks of reaching the potential you know your business has. Most of all, this book is about your own branding—being as strong as your skills and making more money than you ever thought possible.

What is Personal Branding?
Personal Branding is the process that takes your skills, personality and unique characteristics and packages them into a powerful identity that lifts you above the sea of anonymous faces and competitors. Your personal brand is the powerful and clear idea that comes to mind whenever they think of you. It therefore should be positive and should represent what you stand for—the values, abilities and actions that others associate with you. A Personal Brand is an alter ego designed for the purpose of influencing how others perceive you and turning that perception into opportunity. It does this by telling your audience three things: 1) Who you are; 2) What you do; and, 3) What makes you different or how you create value for your target market.

Personal Branding Rule No. 1
You must tell and ultimately show business prospects why they should choose you over someone else. From this point on, follow Personal Branding Rule No 1: “Always assume the world is utterly indifferent to your business, no matter how good you are. Your task is to grab customers by the hand and make them care.”

Who Needs Personal Brand?
Any business built around the ideas, skills, passions and leadership of an individual can benefit from a Personal Brand, which is custom-crafted for that person. It does not necessarily have to be a one-person business, just one in which the identity of a single person is synonymous with the company. Three categories of business need Personal Branding:

1. Independent Service Professionals: actors, agents, artists, architects, authors, caterers, CPA’s, dentists, travel agents, speakers, trainers, etc.
2. Personal Service Businesses: owners of gyms, tanning salons, bakeries, computer repair shops, child care, tailors, cleaners, etc.

3. Value-Adding Product Sellers: bookstores, record stores, specialty retail, gourmet shops, etc.

**What a Personal Brand Does?**
A Personal Brand is all about *influence*. It influences how people in your target market perceive you. To be effective, your Personal Brand must evoke three basic perceptions in the minds of your target market:

1. **You are different.** Differentiation, or the ability to be seen as new and original, is the most important aspect of Personal Branding.
2. **You are superior.** Your brand must encourage the belief that you are among the best at what you do in some way – faster, providing better service, having the latest technology, and so on. Being seen as a leader in your field is critical to gaining the confidence of people who don't know you personally.
3. **You are authentic.** Great Personal Brands are "spin-free zones." Your brand must be built on the truth of who you are, what your strength is, and what you love about your work – and it must communicate this to your market.

**Some of Today’s Greatest Personal Brands**
How do you know a person’s brand? If, when you think of him or her, a single idea blocks out everything else, that’s a Personal Brand. Some of today’s best examples:

Michael Jordan – The Greatest Basketball Player of All Time
Madonna – The Genius at Self-Reinvention and Self-Promotion
Colin Powell – Noble Leader and Statesman
Walter Cronkite – The Most Trusted Newsman in the Nation
Tom Hanks – The Everyman of the Big Screen

**A Personal Image Is Not a Personal Brand**
Everyone has a personal image. It’s the collection of qualities people identify with you: your fashion style, your hairstyle, your sense of humor, etc. Together, these qualities help people form a mental picture of you. A Personal Brand is different
because it shows how other people perceive you. On the outside, former President Bill Clinton looks like a noble, attractive and credible statesman. But because of his past actions, most people perceive him very differently.

Some of the Many Benefits of a Great Personal Brand

- **More of the right kind of clients.** Building a tailored Personal Brand is the best way to get them to come to you.
- **“Top-of-mind” status.** When someone thinks about a project or opportunity where you are one of numerous candidates, your name is one of the first that comes to mind.
- **Leadership role.** A strong Personal Brand encourages people to put you in charge.
- **Greater recognition.** Recognition is about credit for accomplishments and the opportunities that result.
- **Association with a trend.** A Personal Brand can position you as being part of a hot business methodology or new technology.

Some Cold, Harsh Facts About Personal Branding

Here are four Personal Branding Commandments:

- **Brands take time to develop.** A smart brander can put the elements of a great brand in place, but it grows at its own pace. Typically, even the best Personal Branding campaigns take at least six months to show results.
- **Brands grow organically.** The best Personal Brands develop at the grassroots level, as a result of strong communication, a sense of purpose, and the person behind the brand backing up the brand’s promise again and again. To last, your Personal Brand must grow at its own pace.
- **Brands are not rational.** Imagine the meeting when ad agency Wieden + Kennedy pitched the slogan “Just do it” to Nike. The tagline has nothing to do with shoes, which is maybe why it has become a classic.
- **Brands demand consistency and clarity.** In 2001, K-Mart filed for bankruptcy in a move that left market-watchers in shock. One of the biggest factors in its downfall has to be the lack of a consistent, clear brand. What was K-Mart? It had no clear brand, and in the face of brutal competition, that’s as bad as having no brand at all.
- **Branding never doesn’t work.** Skeptical companies will claim that branding doesn’t work. This is simply not true. Branding always works – it either attracts new business or drives it away. There’s no middle ground to branding: it always produces a result.
Selling Vs. Branding
You’ve encountered old-fashioned salesmanship at one time or another; it’s unavoidable. Whether it is an irritating telemarketing call or the counteroffer of a car salesman, you know the essential truth of selling: It is adversarial. And it is also hard work. That’s the key. Selling is tough and time-consuming. In sales, you chase a customer who may not want to listen, and you make him listen. It’s the business equivalent of capturing and tagging a wild animal. That said, selling is also apparently essential. But it must come at the right point in the business-development process: after your prospect has seen your messages and absorbed your Personal Brand. Successful business owners know a strong Personal Brand does the heavy lifting that selling used to do, leaving them more time to service existing clients.

Marketing Vs. Branding
Marketing is a single term for the collective activities companies use to generate business: running ad campaigns, conducting demographic research, buying TV commercial time, etc. In a way, marketing is like farming: You’re planting the seeds of customer awareness, to be cultivated and harvested later by salespeople.

Branding in the Marketing-Sales Process
Branding happens before marketing or selling: it’s their source. Without a strong brand, marketing is generally ineffective and selling will be like beating your head against a wall of sales resistance. A strong brand is the rock solid foundation for all marketing, because every other aspect of a product’s identity – its logo, how its ads are written, who its spokesperson is – is based on that brand. When you have a strong Personal Brand out in the world working for you, you’ll attract new business without even trying.

Branding Is Everything
Everything you do affects your Personal Brand. That includes:
- The way you talk, walk, dress
- Your education, neighborhood and profession
- The way you sell, negotiate and meet your obligations
- Your customer service and presentation skills
- How you follow through on your promises
Personal Branding Disciplines
The process of Personal Branding actually encompasses every way in which you interact with your clients. Here’s Personal Branding broken into five disciplines:

1. **Personal Brand Development**  
   Creation of tools that contain and communicate your Personal Brand without selling, such as brochures, Web sites and logos

2. **Personal Marketing**  
   a. Print and broadcast advertising  
   b. Direct response, mostly direct mail  
   c. Networking  
   d. Outdoor advertising  
   e. Professional and client referrals  
   f. Sales  
   g. Seminars and client events  
   h. Website development and marketing

3. **Customer Service**  
   a. Customer relationship management software

4. **Public Relations**

5. **Personal Presentation**  
   a. Appearance  
   b. Mannerisms  
   c. Speaking

**Let People Sell Themselves on You**
Since people hate to be sold, it becomes crucial to know how they will keep on going back to you without you doing much work. Well, when you create a strong Personal Brand that appeals to the emotions, that is consistent, and hits your target market regularly over time, people will sell themselves to you. They’ll form strong, positive impressions of you and actually take credit for these impressions.
The Three Levels of Brand Status
You don’t have to be a mover and shaker to be an effective Personal Brand. There
are three levels of brand status, each with its own advantages:

1. **Advocate: the Personal Brand is associated with a trend or culture.** At
   this level, your Personal Brand does not shape a trend or culture, but taps
   into it and uses its popularity to increase people’s awareness and acceptance
   of the brand.

2. **Trendsetter: the Personal Brand influences the culture.** Trendsetting
   Personal Brands drive or encourage the spread of new ideas within their
   culture, such as an interior designer being one of the first in her region to try a
   new style.

3. **Icon: the Personal Brand is etched into the culture.** Most of us will never
   achieve icon status, because it’s as much about luck as it is about Personal
   Branding skill. Icons symbolize entire cultures or movements, much as Bob
   Dylan is synonymous with the 60’s folk scene.

Visibility is More Important than Ability
What does this all mean? It means that despite your training, skills, education and
experience, if the right people are not seeing you in the right way, over and over
again, you will lose business to lower-quality competitors who are more visible.

Building the Brand Your Business Needs
Personal Branding, like any method or science, has its core concepts – the things
you’ve got to know to understand the whole picture.

**No 1: Characteristics**
Personal Brands aren’t abstracts. They’re based on characteristics you possess.
You’re branded by some of the following characteristics:

- Personality
- Skills
- Profession
- Lifestyle
- Friends
No. 2: Attributes
Each of us has hundreds of characteristics, from hair color to awards we've won. They're the foundation of any Personal Brand.

No. 3: Leading Attribute
Take your single most powerful attribute and that's your leading attribute. The leading attribute is almost always the first idea that enters someone's mind when they hear or read about another person.

Create a Business-Appropriate Brand
To get off on the right foot, follow these steps:

- Write down what your clients typically expect of you
- Write down the things you have done so far that have made you successful and the things that have cost you business
- Think about the aspects of your personality, background and approach to your work that best fit your client and prospect expectations
- Which characteristics can you work into your Personal Brand that will suggest the factors that have made you successful?
- Which things should definitely NOT go into your brand?

Why Personal Branding is Stronger than Corporate Branding
- We trust people more than corporations. It is very hard to hide when it's your name on the door – and we know it
- People have more to lose than corporations. Despite what their marketing says, do you think your local phone company cares about losing your business? Since customers often become personal friends, doing business the right way becomes personal.
- People are more accountable than corporations.
- People care more than corporations.

Specialize or Sink
Specialization means when you brand yourself, you narrow down the scope of who you are or what you do, packaging yourself as a specialist in a smaller, more precise
range of services. Without specializing, you will just be another anonymous service provider, with no reason for prospects to choose you over anyone else.

**Targeting: Don’t Specialize Without It**
Targeting is choosing a specific audience for your Personal Branding campaign based on their culture, lack of entrenched competitors, growth potential, and ability to generate the income you desire. The benefits of targeting are:

- Higher quality clients
- More effective spending
- More focused messages
- Less time marketing
- Greater profitability
- Strong referral base
- Focused efforts

**The Three Steps to Specialization**
Follow these three steps in developing the specialization for your Personal Brand:
- Choose your target market
- Tailor your products or services to your market
- Develop your business model
  a. Office location
  b. Office style
  c. Web presence
  d. Prospecting
  e. Billing and pricing
  f. Service programs

**Positioning**
Positioning means staking out a place for yourself in the minds of your target market, so they identify you with a single powerful idea. People sometimes confuse specialization and positioning. Here are the clear differences:

- You specialize independently from your competition, thinking only of what your target market needs. You position yourself in relation to your competitors, trying to occupy a space they don’t.
• Specialization is about the service or value you offer. Positioning is all about the idea your Personal Brand evokes in people’s minds.
• Specialization is about focusing and making yourself different from competitors. Positioning is about “owning” a segment of the market by having your target market identify you with certain product or service before anyone else.

Positioning and Boiling You Down to the Basics
The purpose of your Personal Brand is to tell prospects how they should feel about you. To keep your brand simple, clear and concise, build it on the three core elements of positioning:

1. Who you are
2. What you do
3. What makes you different or How you create value for your target market

Writing Your Personal Brand Statement (PBS)
Take the three core aspects of your position, line them up as a single sentence, and you’ve got your PBS. A PBS would read something like this: “A San Francisco native matching buyers seeking spec homes with high-value, classic properties and managing tax aspects to the benefit of all parties.”

Branding Channels
Branding Channels carry information about you. Once you’ve created your Personal Brand, that brand reaches your prospects and clients via branding channels.

The Eight Branding Channels
1. Client Referrals
2. Professional Referrals
3. Direct Mail
4. Networking
5. Seminars
6. Public Relations
7. Warm Calling
8. Web Site
Personal Brochures
For most people, unless you're a writer, designer or photographer, creating a Personal Brochure is probably an intimidating prospect. Here are some easy steps to doing your own brochure:

- Pick a single attribute. Your objective in developing a Personal Brochure is to convey your Personal Brand in a way that's not only emotionally affecting, but also clear.
- Map out your personal story. You are your best product, and the Personal Brochure is about selling you.
- Write your story.
- Knockout cover, appealing layout, great photos
- Choose an unusual brochure format or size
- Invest in High-quality printing

Personal Logo
Your logo is a single graphical symbol that represents your Personal Brand. An effective logo tells prospects almost everything they need to know about you. With time and consistency, your logo and your Personal Brand can become synonymous.

Three Reasons You Should Be Online
1. Builds Credibility – Your site is a public relations tool, not a sales tool. Its presence establishes you as a real company.
2. Captures Leads – If your site has compelling content, useful features and/or furthers your winning, interesting Personal Brand, it’s the perfect tool for capturing visitor information and turning prospects into leads.
3. Maintains Relationships – A web site is a platform for you to stay in constant touch with your clients.

Public Relations
PR is the fine art of generating press coverage for yourself. If you can develop a presence in the press, you can get big very fast. PR is fast becoming the most powerful tool for launching any brand, replacing big-budget advertising.
Write Your One-Year Branding and Marketing Plan

Part 1: Determine Your Personal Brand
  1. Brand Assessment: What is your personal identity today?
  2. Goal Setting: What are your personal and professional goals?
  3. Brand Objective: What do you want your Personal Brand to accomplish?

Part 2: Refine Your Personal Brand
  1. Select your target market
  2. Determine your specialization
  3. Write your positioning and Personal Branding Statement
  4. Determine your leading attribute

Part 3: Launch your Personal Brand
  1. Branding strategy
     • Target markets
     • Branding channels
     • Message
     • Tools and timing
  2. Budget
  3. Action Plan/Marketing Timetable