

TRANSFORMATION OF PERSONAL AND PROFESSIONAL BRAND FOR HIGH VISIBILITY



WHAT COMES IN YOUR MIND?



**How to set yourself apart,
clarify your unique
professional identity, and build
a stellar reputation for
yourself - on purpose!**

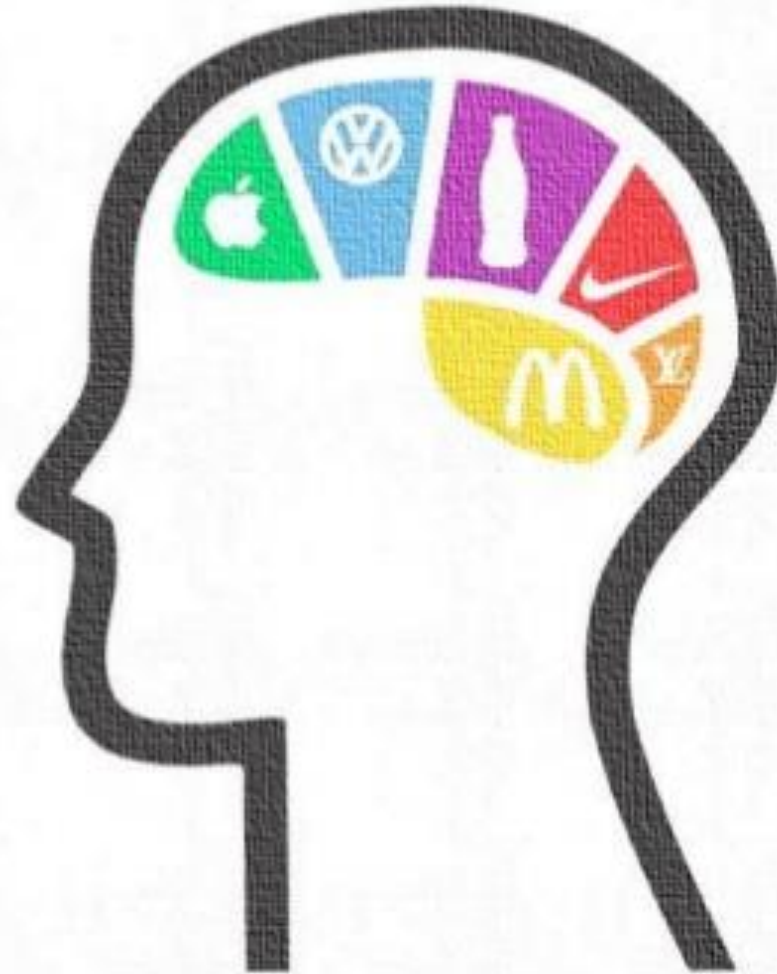
The search for high visibility is a worldwide phenomenon. It wasn't so long ago that visibility seeking was limited to high profile entertainers and sports stars. But today, as more sectors-such as business and the PROFESSIONS-have come to rely on visibility building, there has been an incremental leap in the number of visibility aspirants.

IRVING REIN, et al

What is Brand?

A brand is a **perception** that lives in the minds of consumers...

It's their **concept** of – and **opinion** about – a particular product or service, which determines whether they're going to buy it or not.



BRAND DEFINED

01

Customers buy a brand. The tangible product is not the sole reason anymore.. Will you buy Coca-Cola, without any label, in a Sprite's bottle?

02

The market is full of real estate Professionals. To make a service stand out, one needs to assign to it some differentiation strategies

03

Branding attributes give the product a certain personality, certain voice, etc, that position the product at some distinctive place in the consumers' mind, and give them an experience whenever they have a contact with the brand.





PROFESSIONAL VISIBILITY DEFINED

To get ahead in your career, it pays to be visible

Those who keep their head down often miss out, despite their hard work.

Increasing your visibility is one way of getting noticed at work, gaining recognition and have your impact valued



when people know who you are and what you can do, they're more likely to consider you for promotions or interesting assignments.

Visibility creates adherents, customers and fans and generates opportunity.

Without visibility major industries from firm to investment banking would become generic product with little distinctive appeal

**WHY IS HIGH VISIBILITY SO
IMPORTANT FOR A
PROFESSIONAL AND WHY
ARE SO MANY INDIVIDUALS
SEEKING IT?**



WHY HIGH VISIBILITY?

- Differentiation Strategy
- High Pay
- Gaining Attention
- Name Recognition



WHY HIGH VISIBILITY?

- ❑ **Visibility is the crucial ingredient that makes company X or Valuer Y the most thought after in town.**
- ❑ **This is the new world of high visibility, where individuals with basic skills in the real estate field can be elevated to a level of visibility unimaginable at any other time- and be compensated unimaginable rewards**





WHAT IS A
PERSONAL
BRAND?

PERSONAL BRANDING EXPLAINED



“Branding” is used in the world of marketing and sales to help companies effectively sell their products to target audiences.



Think of a product you really like and the kinds of messages you see in commercials, social media, etc. from the company that sells that product.



What kinds of words and feelings do you associate with that product?



A “Personal Brand” is exactly the same thing, only in this case it is how YOU are marketing YOURSELF to the professional world.



When creating a personal brand, you need to consider the image you want to present to the professional world, the messages you want to send, and what makes you special and different from other candidates.



Employers/Clients should see you as a commodity that they simply have to have as part of their team/engagement.

PERSONAL BRAND EXPLAINED





Why is Your Personal Brand Important?

To have greater control of our own destinies. With that comes increased responsibility and competition

To get ahead, we must manage the impressions others have of us.

With a strong brand, you: differentiate yourself from others and maximize your career potential

Personal branding increases your credibility, trust, networking and build confidence

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is positioned on the left side of the frame, set against a white background.

“Life isn’t about finding yourself. Life is about creating yourself.” - George Bernhard Shaw, Author

6 PILLARS OF PERSONAL BRAND

DECISION

- ❑ Personal brand direction.
- ❑ Success is a choice not given
- ❑ Success Tool Box

VISION

- ❑ What you can see when your eyes are closed

CLARITY

- ❑ Present your brand
- ❑ Make a statement before you've opened your mouth
- ❑ Brand Promise
- ❑ Brand packaging and style

STRATEGY

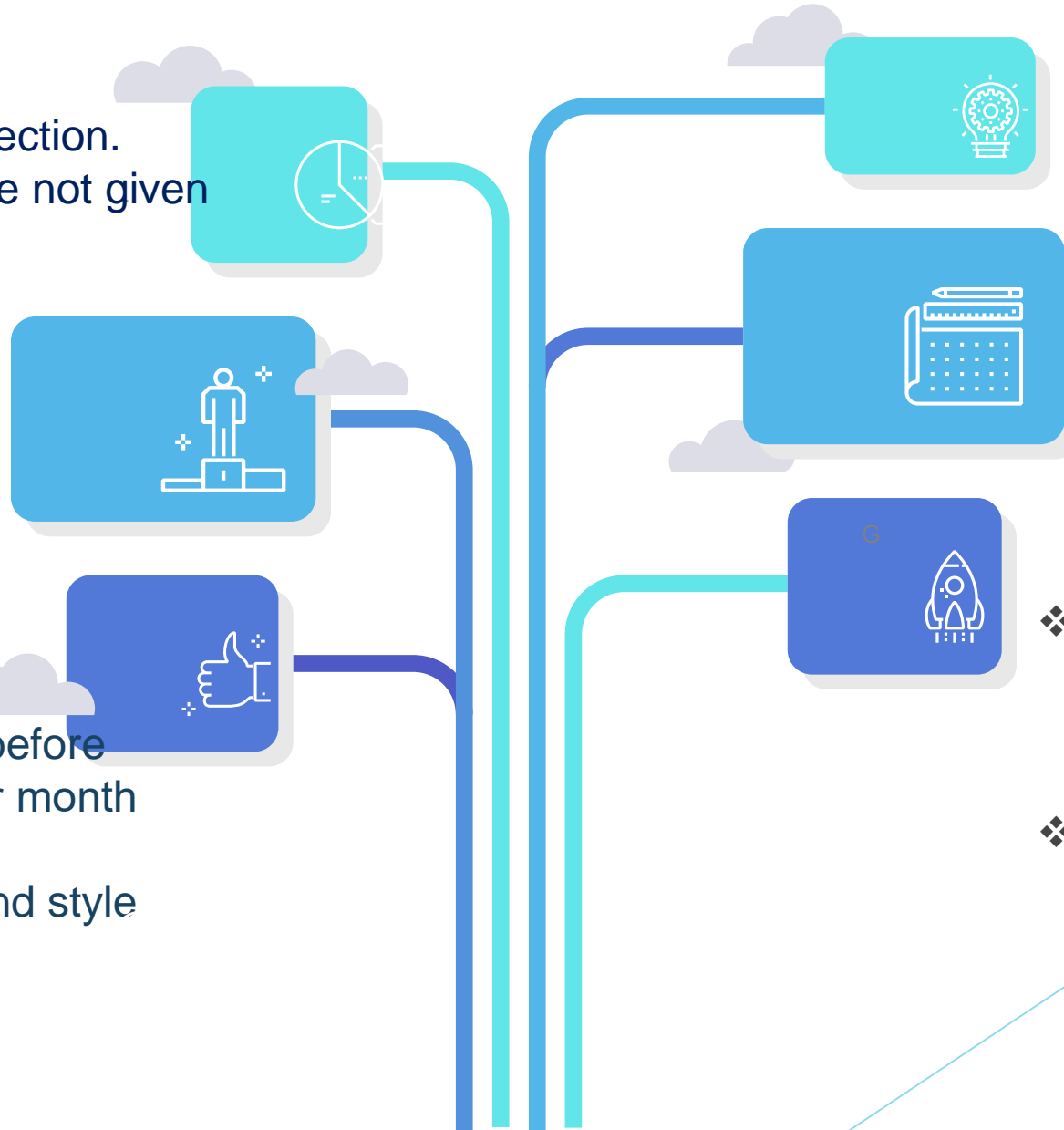
- ❖ Do not drive a car without knowing how to reach your destination

OWNERSHIP

- ❖ Promote your true worth, demand your value, and add tax on it.

BE UNAPOLOGETIC

- ❖ Your brand is not meant for everyone, it is meant for those who need it most
- ❖ Your brand will not be liked, admired, adored or respected by everyone.





Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com



A personal brand is

A
UNIQUE
COMBINATION



PASSIONS





AND PURPOSE



**Lets look at a person who is as
big as a brand they have built
locally**



GIMCOAFRICA LIMITED

*Valuers, Estate & Property Managing Agents,
Land Developments Consultants*



METL

GROUP

The People's Brand





GSM
GROUP OF COMPANIES



The more time you spend on building your brand, the less time you ultimately spend 'selling'.

The stronger your brand becomes, the more people will seek your services and offerings, already knowing what you do and how you can help them.

BRANDING IS LIKE DATING



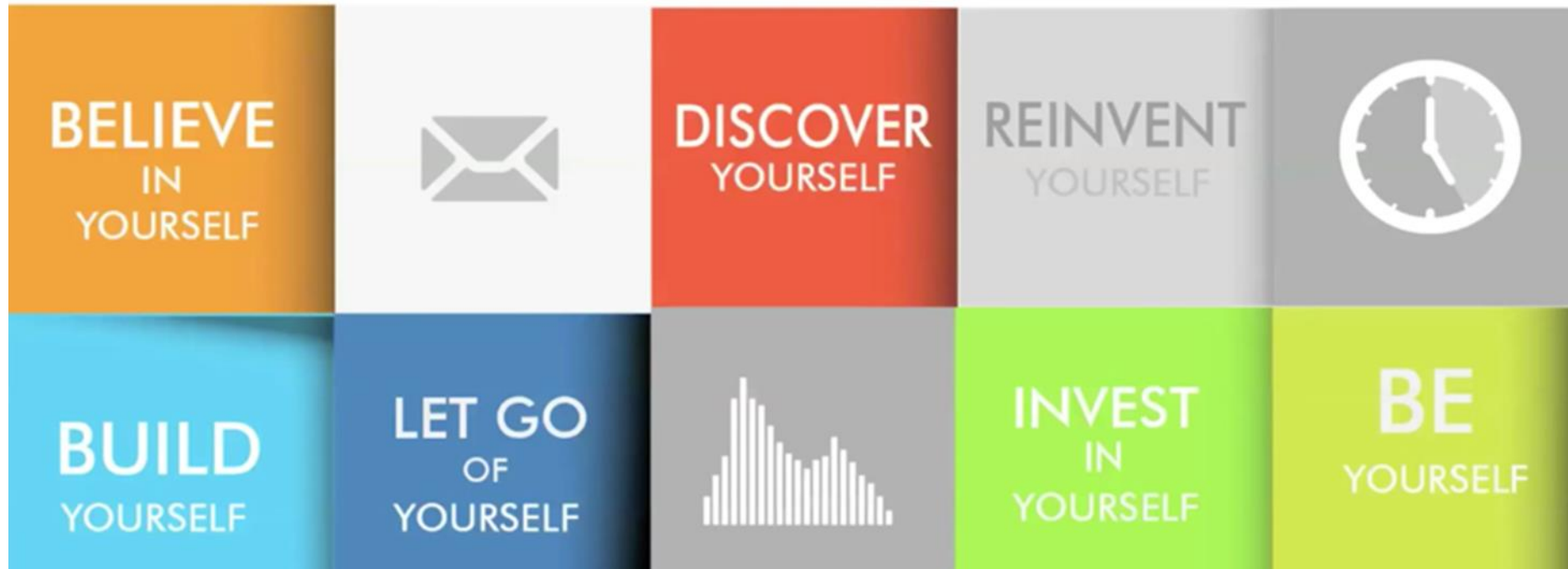
- ❑ The Principle that people buy from their hearts and not from their heads is important to remember, b'cse people buy from a place of emotions
- ❑ Just like dating, the more you love the real you, the more you attract someone who will love the real you too
- ❑ But if you repel you, you will never attract the right partner
- ❑ To know and attract theb right partner, you first need to know and love yourself



7

STEPS TO
BRAND YOURSELF

7 STEPS TO BRAND YOURSELF



Reinvent Yourself

- ❑ Reinvent yourself because age will come hard on you if you don't.
- ❑ Make your age an asset and not a liability.



Jennifer Lopez makes 53 looks 33



CREATE YOUR INDIVIDUAL SIGNATURE



Study the **BUSINESS** to map your **PASSION**.

- ❑ You create your **PERSONAL SIGNATURE** by mapping your individual **strengths** to **opportunities** or **threats** within the organization
- ❑ Make sure you leave a **stamp mark** in whatever you do.

Create a big entry barrier for yourself

- ❑ Are you better than the person you were yesterday?
- ❑ Do you have **10 years experience** or do you have **1 year experience multiplied by 10?**

Create your own blue ocean

- ❑ Do what you are good at, so well, that you make the competition irrelevant and remember your academic qualifications also have an expiry date.
- ❑ If you have stayed current then you are relevant.

Differentiating Yourself

- ❑ If you're not clear about what separates you from your peers/competitors, figure it out; How do you approach your work differently? What can people count on when they hire you? Why would you be hired vs. somebody else?
- ❑ Cultivate an interesting, powerful, and (possibly) controversial point of view about the work you do - and express it with loads of conviction
- ❑ Keep tabs on your competition; pay attention to how others in your field are promoting themselves and the branding techniques they use

Move **towards** and not **away** from something.

- ❑ Are you moving towards a goal or away from something?
- ❑ Where are you spending your energy?
- ❑ Most young people have clear ambitions 1,2,3,4.
- ❑ 1 wife, two children, three roomed house and 4 wheels.
- ❑ Moving away from something means reversing the order:
- ❑ So you end up with 4 wives, 3 children, 2 roomed house and 1 wheel car
- ❑ Be the sort of person who is always striving for something bigger than designation and money.
- ❑ When you achieve that something, money will come looking for you.

A large, stylized orange quotation mark icon consisting of two curved shapes facing each other.

**“You are your own
unfair
advantage.”**

ELEANOR GOOLD

Network with value.

- ❑ Focus on things that are high in value and low in cost.
- ❑ For e.g FastJet eliminated food because it is high in cost and effort but low in value addition.
- ❑ Same applies to relationships

Strategic Networking

- ❑ Track your relationships carefully; develop a system for managing your “social capital” and taking helpful notes regarding the people you meet
- ❑ Treat referrals like gold; make the referring party look good and don't forget to follow up, down the road, to close the loop on any introductions

Let GO of YOURSELF

- ❑ As we move along in life we pick up excess baggage most of which we don't need.
- ❑ You must know that you are not the general manager of the world and we are all here on earth for a very short time and to accomplish your purpose you need to focus on YOU.
- ❑ YOU must give up to go UP.
- ❑ Give up affirmation for confirmation
- ❑ Give up security for significance
- ❑ Give up immediate victory for long term success

Invest in YOURSELF



are you
INVESTING
in yourself
DAILY?

Create Brand You

- ▶ Define skills
- ▶ What does the market need
- ▶ Who are you “up against”
- ▶ Choose your niche
- ▶ Find your voice



Take a Good Look

- ▶ Google Yourself
- ▶ Ask others
- ▶ Where do you want to be?
- ▶ Where do you stand right now?



Dress for SUCCESS

Develop a unique fashion statement, accessory, color scheme, or visual element to increase your memorability



BE

helpful
patient
authentic
remarkable
different
everywhere
responsible
available
consistent
visible
memorable
original
exciting
yourself

Your personal brand is a promise to your clients...a promise of quality, consistency, competency, and reliability.

BE Yourself

Because everyone else is taken

A 3D-rendered theater stage with red curtains and red seats. The text "The End" is written in a white, cursive font on a dark circular backdrop in the center of the stage. The scene is lit with a warm, orange-red glow, and a spotlight shines on the floor in front of the stage.

The End



Thank You
For Your Attention

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