



Brand Yourself

FIRE, READY, AIM?

Ready, Aim, Fire is an old saying when it comes to hitting your target. First you must ready yourself for the shot, then aim carefully, in order to fire accurately. Unfortunately, many in this profession are taught Fire, Ready, Aim when it comes to doing the business. Branding yourself goes hand in hand with, and is influenced by, your “why.” Your why is who you are and what drives you to commit to your new endeavor like there is no plan B. Your brand is what differentiates you from others and makes you special, so that achieving your why becomes a reality.

You may be wondering; “why do I need to brand myself when Young Living is the brand?” These days, branding the company you work for/represent isn’t enough. People you are sharing with, want to hear what you have to say as an independent professional representing Young Living. This really drives home the fact, that no matter what company you are representing, if they aren’t buying the product they aren’t buying you.



1 DEFINE YOUR GOALS AND DO YOUR RESEARCH

Take your time and be specific, thorough, and clear as you set your goals and objectives for growing your business. What can you learn from others who have gone before you and done it successfully? Conversely, what can you learn from those who have gone before you and not done it successfully?

2 DEFINE YOUR BRAND

This is where your “why” ties in. Part of your “why” is who you are. Come up with words that describe your personality, culture and vision. These are the areas you need to become an expert in and avoid trying to cultivate expertise in areas unrelated to your personality, culture and vision.

For example, if your passion and vision is for young adults and you’re not on fond of being around babies and toddlers, it is probably not wise trying to brand yourself as the expert with babies and YL products.

3 KEEP IN MIND THE 3 C’S OF BRANDING

Certainty, Consistency and Clarity should be forefront in your mind when you present your brand or yourself in public. Without these 3 C’s, people never know what to expect from you and ideas are not clear. You will not be creating a brand, only confusion.



4 LOOK TO THE FUTURE

John Maxwell says, "To get a great picture of yourself tomorrow you need a good picture of yourself today." In other words, to know where you are going, you need to know where you are starting. What are others perception of you right now? Compare this to where you want to be and look at what needs to be changed to achieve it.

5 ESTABLISH YOUR PRESENCE

As you grow, people will begin to Google and search for you on-line. Make sure your 3 C's of branded content is what they are going to find when searching for you. In this digital age you will need a basic on-line presence to start. This can include your website, blog, twitter, and other tools like periscope. You will need a game plan, which needs to be more than just social media. It should include tangible and intangible characteristics. These may include how you dress, personal grooming, how you conduct yourself, and both verbal and non-verbal communication.



Take Note: This does not mean to try becoming something you are not. Authenticity to who you are and your why, is important. You can only fake something for so long before people begin to see past the disguise.



6 TAKE CARE OF YOUR BRAND

Watch over your on-line presence to make sure no one is trying to hijack or misrepresent your brand. Your reputation goes before you always, but can sneak up from behind as well. If you are branding yourself as a champion for wellness/healthy living and you post a picture on your personal Facebook page of yourself, in a bar looking like a wreck, at the very least you are confusing people with your message. As you advance in rank and leadership, remember this fact; People are always watching. A damaged reputation is the toughest to rebuild.



Take Note: Keep your personal Facebook account clean and safe from unwanted images & posts. By adjusting the privacy settings in your account, you will be able to approve images and posts on your “wall” only if you have allowed them.