

The Applicability of Different Tools in Defining and Expanding

PERSONAL BRAND

as an Effective Inventor

NOVEMBER 17, 2023



***Brand* =**

What people think, feel, and say

about

YOU

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BRAND DEFINITION

In a nutshell, a brand means others' perception of us

A brand refers to a collection of emotional and functional communications. In essence, it's a promise that we make to our audience. The brand is the audience's expectation of us. It can be seen in a way that individuals become our audience when they understand and move towards the brand experience or, in other words, the brand value.





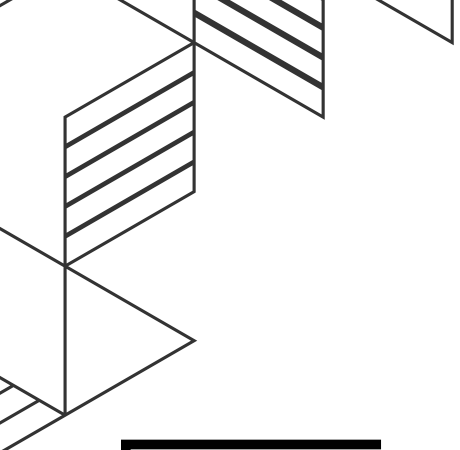
Given the lessons you've learned from the seventh session, how do you define your personal brand? Write about your unique personal brand.



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**What is the loyalty of your brand?
Specify the principles and values you
have considered for your brand. What
circumstances necessitate saying "no,"
and to what situations do you say "yes"?**

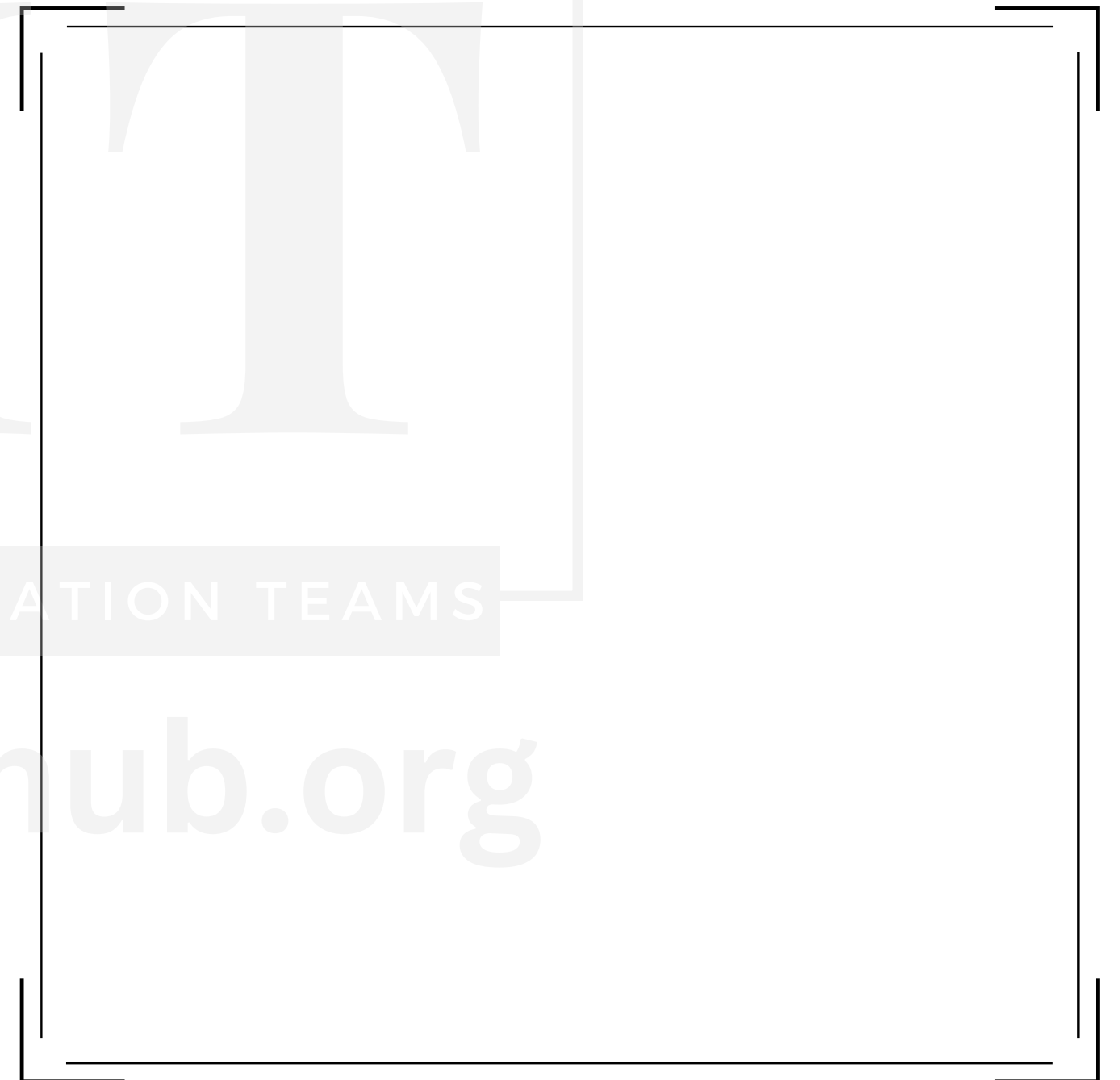
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If you want to describe your story to the audience:

Where is the beginning and end of the story?

What are the key features of this story?



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Storytelling

Your audience needs a story that will make your narrative memorable. In each section, describe a part of your story:

Answer the questions on the following pages:



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1

Introduce and write an introduction to your story.



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2

Write about the challenges and obstacles. Share both the tough and sweet moments you have experienced.

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3

What inspired and motivated you to embark on this path? Why did you decide to be an innovator, and what significance and value does it hold for you?



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4

What is the story of your innovation journey? What were the stages of development and pivotal moments that led to the improvement and creation of your innovation?

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5

What lessons have you learned from this journey? What experiences have you gained?

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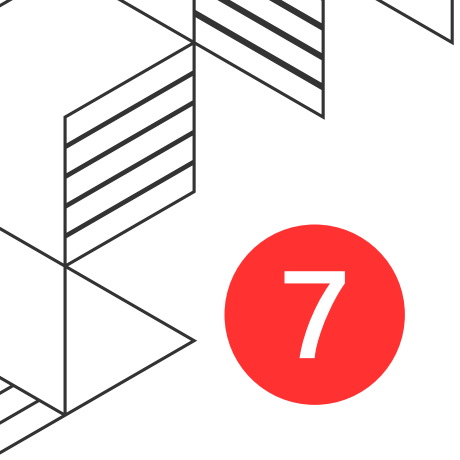
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Write down your long-term goals and outline the visions you have. How do you envision that your invention can have a positive and lasting impact on society?

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7

Invite your audience to join you. Conclude your story with an invitation.

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8

Share your real-life experiences with the audience to authenticate the genuineness of your story. How can you emotionally connect with the audience?

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9

Finally, it is crucial to maintain the coherence of your personal brand. Ensure that your narrative aligns and resonates with your personal brand and the values you have defined for yourself.



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How many storytelling methods do you know? Please note and explain.

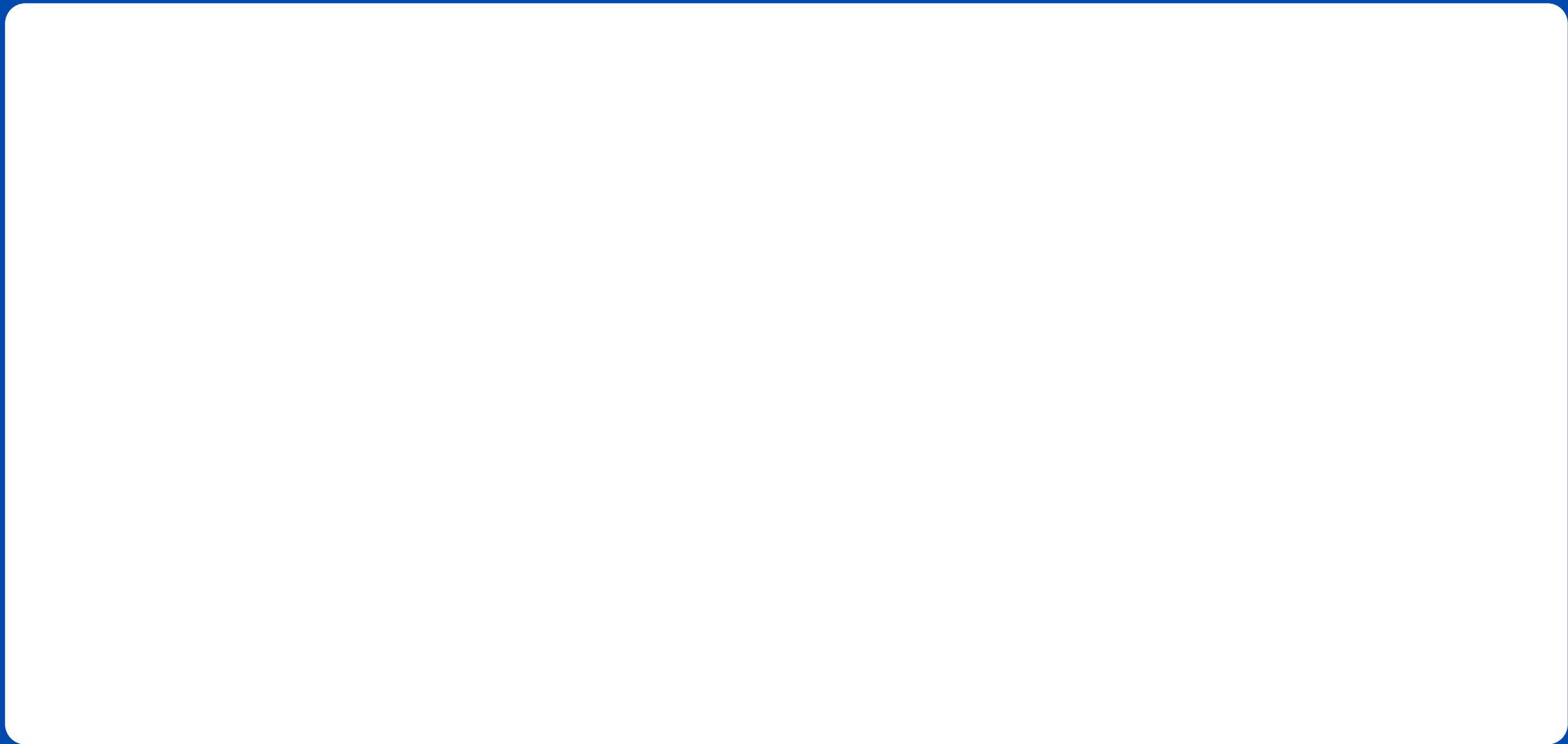


It's time to change your mind, business and life.



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Which method do you want to use and what is the reason for your choice?



It's time to change your mind, business and life.



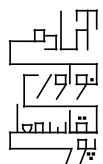
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Personal branding

In your opinion, how does personal branding impact attracting the investors you desire? How can you enhance this impact?

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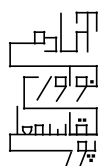
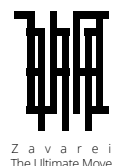
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Personal branding

What is the design uniformity of your brand? In terms of branding that visually represents you to your audience, what principles do you have, and what principles do you need to establish?

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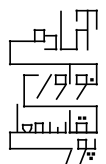
Having a suitable content development strategy is crucial.

What is the message of your brand?

By what parameters do people and those around you remember you?

Write down your negative parameters from the point of view of those around you.

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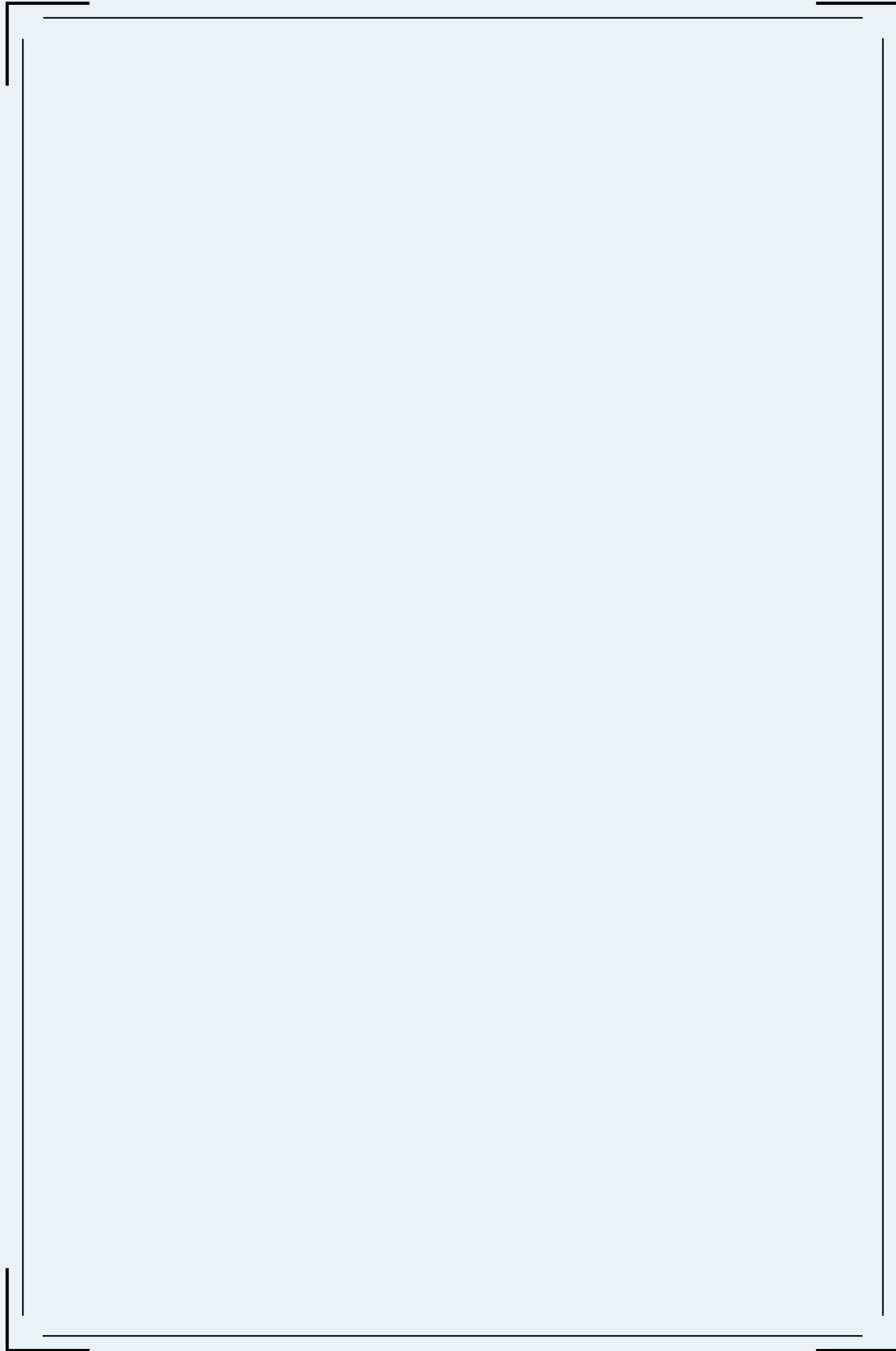




THE AUDIENCE IS THE HERO OF A BRAND.

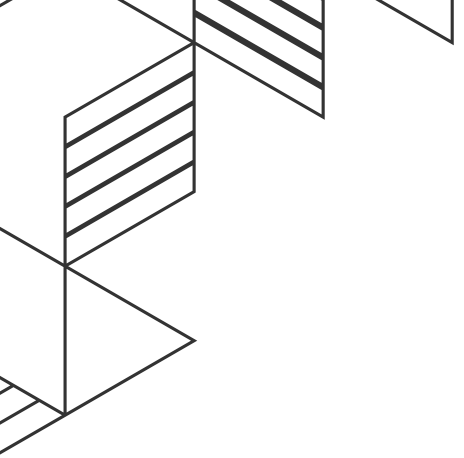
A personal brand isn't seeking followers; it's seeking fans or enthusiasts. In other words, a personal brand is something that creates enthusiasts for us.



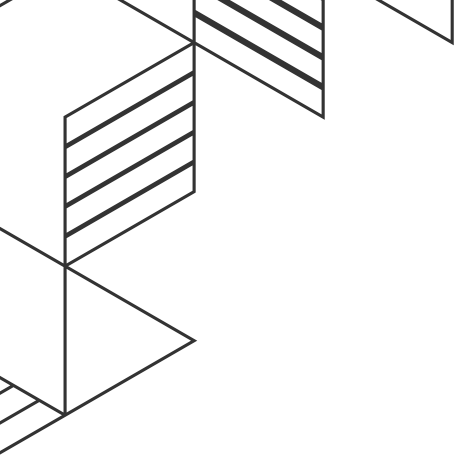


What is your unique value proposition? Why should the audience choose you? Write down your reasons.



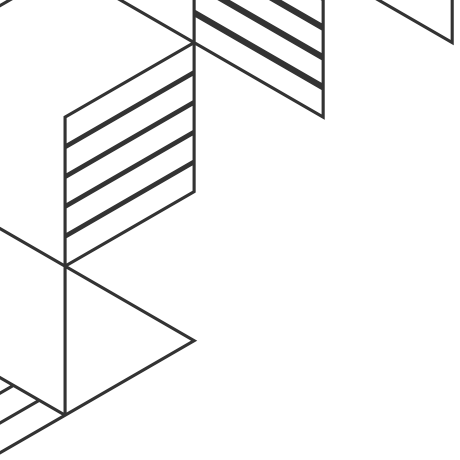


How do you feel online presence has contributed to your visibility? Has in-person visibility been more effective for your work process, or do you prefer and find online visibility more preferable, and why?



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In your opinion, what are the most important personality traits that help you succeed in personal branding as an innovator?



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If you go back to the last 4 years, would you choose the same personal brand that you have chosen for yourself?

In what cases have you not done right in your personal brand?

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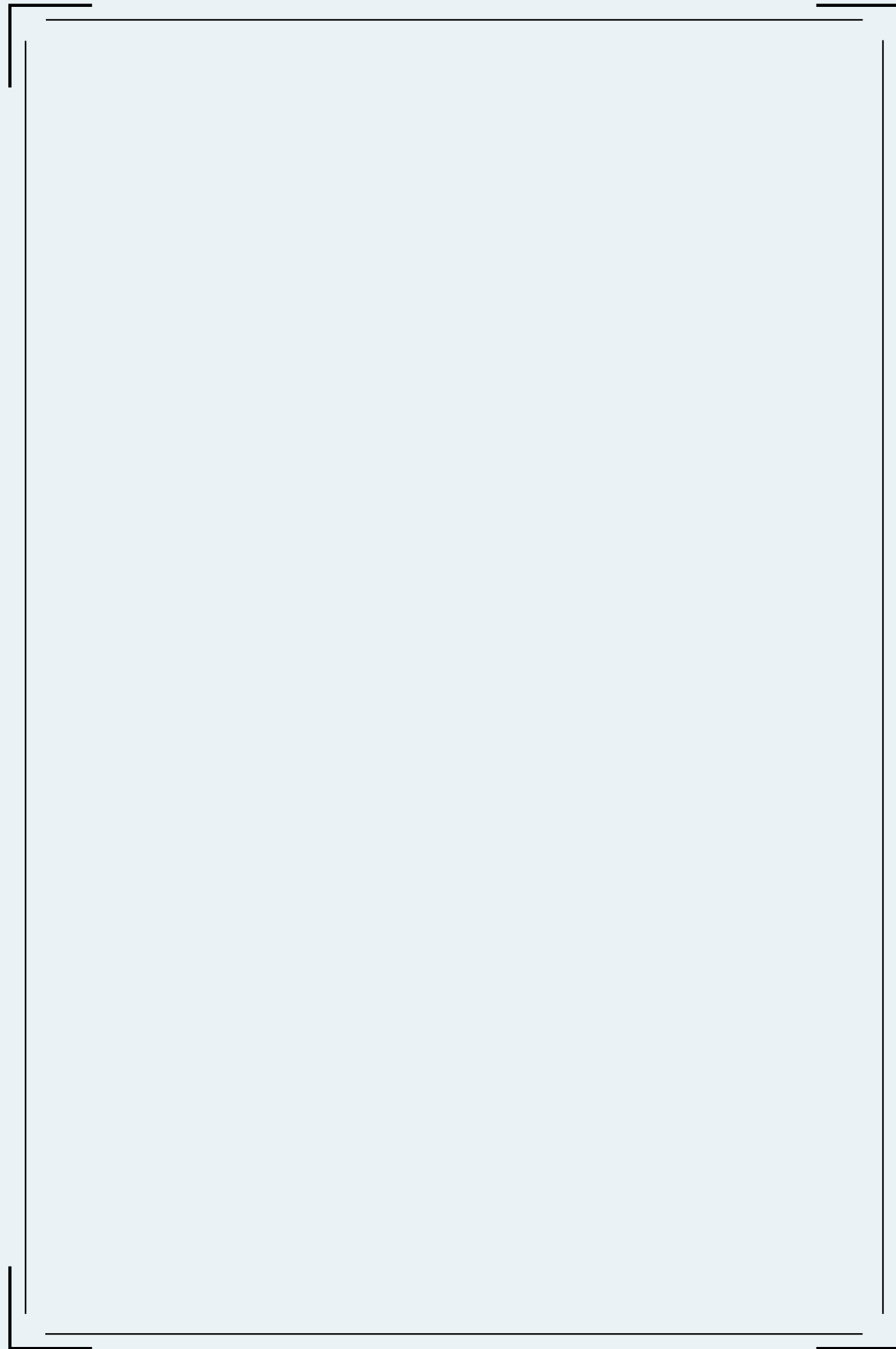


What things do you need for rebranding in order to shape your personal brand properly and fundamentally?

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Do you have a special signature for your personal brand? This signature can be a part of your behavior, words, etc.



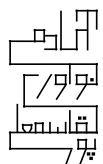
Complete your toolbox.

Necessary tools for designing social
media space

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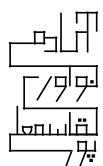
Complete your toolbox.

**Necessary tools for social media
management**

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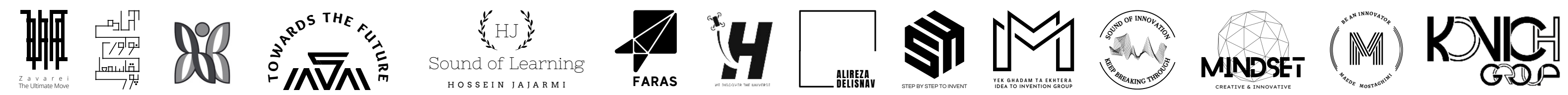
Complete your toolbox.

Necessary tools to communicate with the audience

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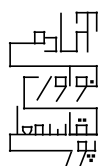
Complete your toolbox.

Necessary tools for analysis and reporting

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IMPORTANCE OF BRAND MANAGEMENT

AND ITS PRESERVATION

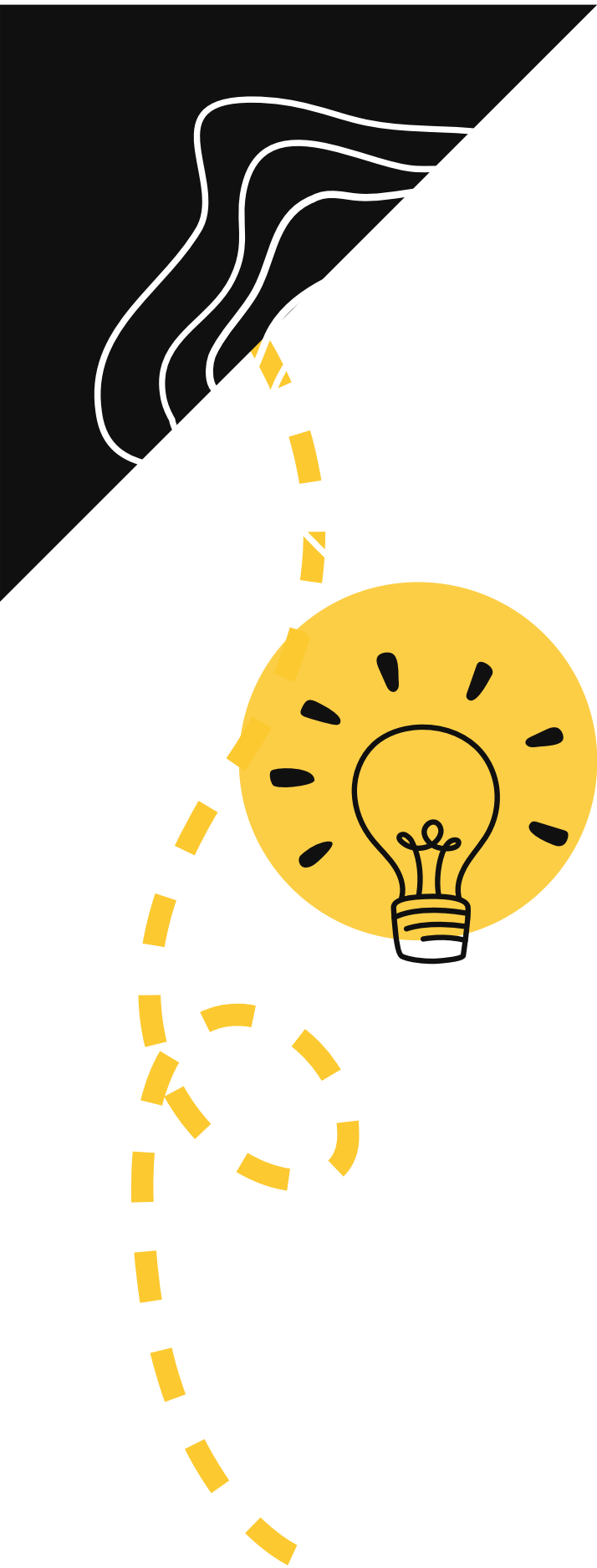
Strategies of brand management have a significant impact on development and growth. Brand management and its influence on brand recognition mean creating and maintaining a desirable and powerful image of a brand in the minds of the audience. This management helps to solidify its position amidst increasing competition and enhances the audience's experience and trust.

DETERMINING EFFECTIVE STRATEGIES

By defining precise and effective strategies in marketing, communications, and product development, you can help shape positive recognition among your audience.

BRAND CREDIBILITY

By offering high-quality products and services, creating a positive experience for your audience, and delivering honest promises, you can enhance your brand credibility.

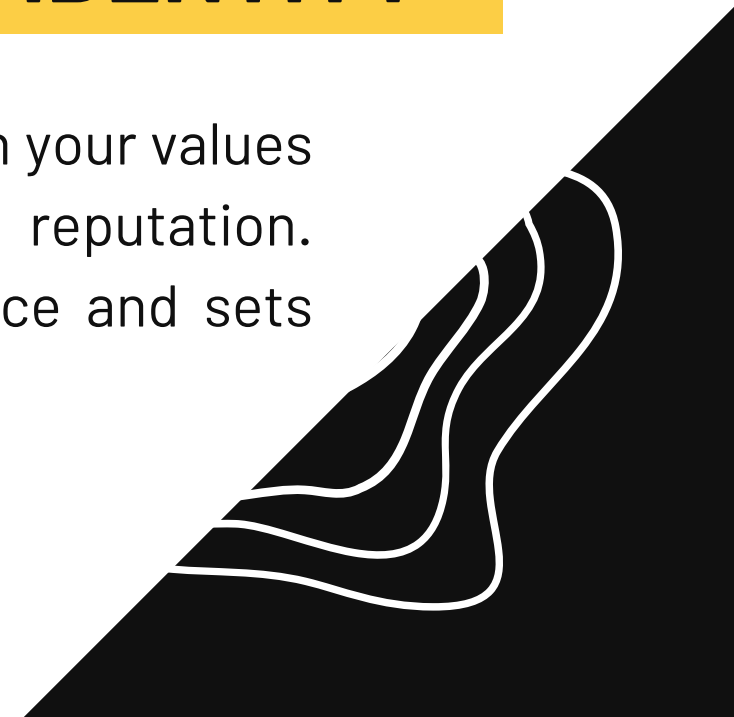


EFFECTIVE COMMUNICATION MANAGEMENT

Effective communication with customers, media, and the community helps maintain your brand. Creating meaningful and sincere connections with your audience, and addressing their needs and concerns, can increase the positive recognition of your brand.

PRESERVING A UNIFIED BRAND IDENTITY

Maintaining a consistent and aligned brand identity with your values and principles is another crucial factor in preserving reputation. This fosters a unified perception among your audience and sets your brand apart from competitors.



Categorizing the audience of personal branding:

- Some individuals don't know what they should do.
- Some individuals know what they should do but don't know how to execute it.
- Some have taken action, but the satisfaction and the desired well-being haven't materialized.
- Some know, have taken action, achieved satisfaction, but then ask, 'What's next?'

The Most Important Pillars of Personal Branding



Personal branding strategy is something called SO; It means attaching strengths to opportunities

CRISIS MANAGEMENT

Crisis management in personal branding refers to the strategies and actions taken to address and mitigate the damages to the reputation and negative situations that can arise in the realm of an individual's personal brand. Just like companies and organizations, individuals can face crises that may tarnish their image, impact their credibility, and have long-term consequences.

Effective crisis management in personal branding involves active planning, prompt response, and precise communication to protect and rebuild an individual's reputation.

Strategies for maintaining personal brand during a real crisis:

1. Be authentic and act genuinely.
2. Establish open and sincere communication.
3. Take responsibility for your actions.
4. Sustain your unique value proposition.



The crisis pyramid in personal branding

The crisis pyramid in personal branding is a concept that illustrates the escalation of crises and their potential impact on an individual's personal brand. It is a framework that helps individuals understand the intensity and consequences of different levels of crises, allowing them to allocate resources and develop appropriate strategies for crisis management.



Understanding the crisis pyramid in personal branding helps assess the severity of a crisis and tailor crisis management strategies accordingly. By recognizing the potential impact of different levels of crises, individuals can allocate appropriate resources, respond effectively, and take preventive measures to protect and recover their personal brands.

The crisis pyramid in personal branding

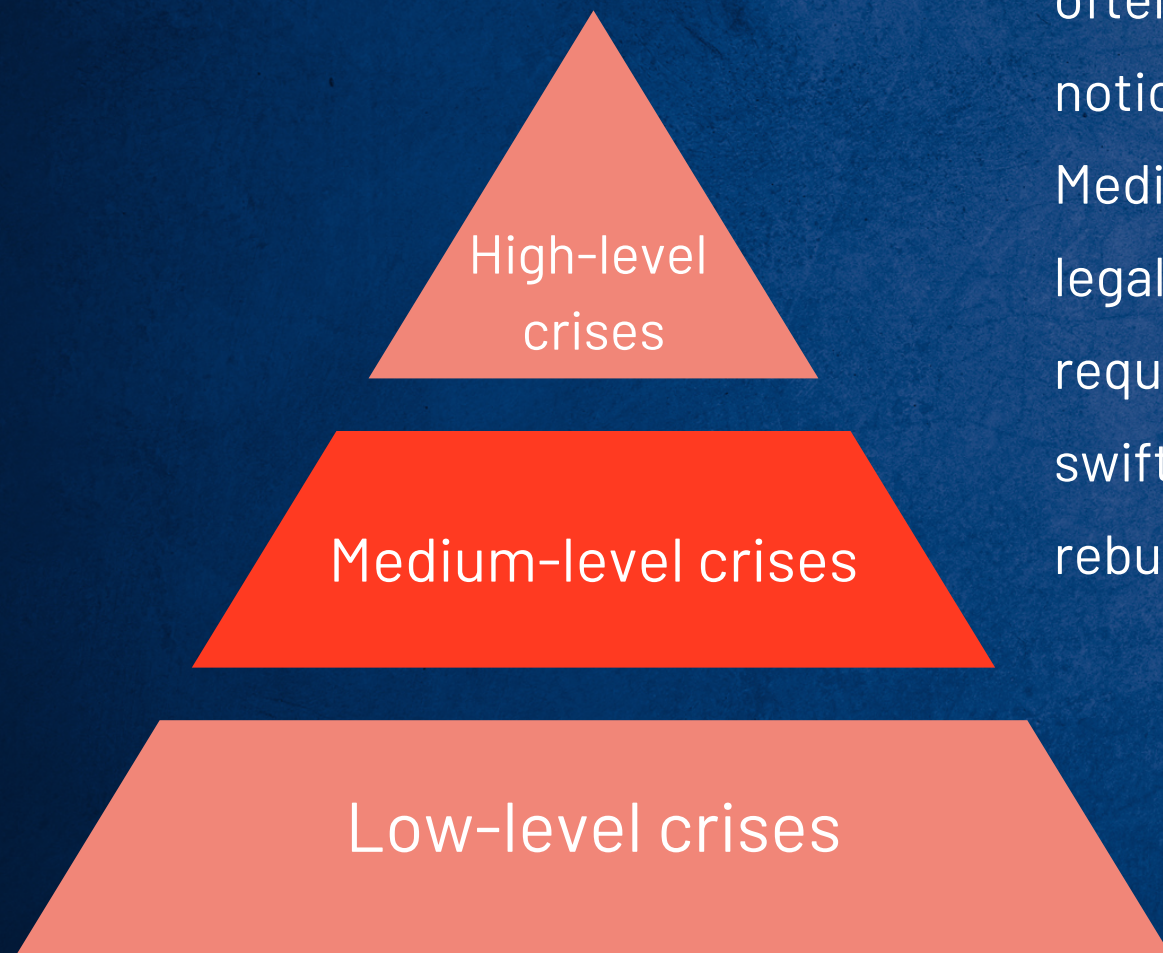


Low-level crises:

At the base of the crisis pyramid are low-level crises that are relatively minor in nature and have limited impact on individuals' personal brands. These crises may involve minor mistakes, misunderstandings, or isolated incidents that can be quickly resolved and managed without causing serious harm to the individual's reputation.

Examples of low-level crises may include inappropriate communication on social media, a minor customer complaint, or a small error in a public statement. While these crises may still require attention and a response, they are generally more controllable and have less potential for long-term impact.

The crisis pyramid in personal branding

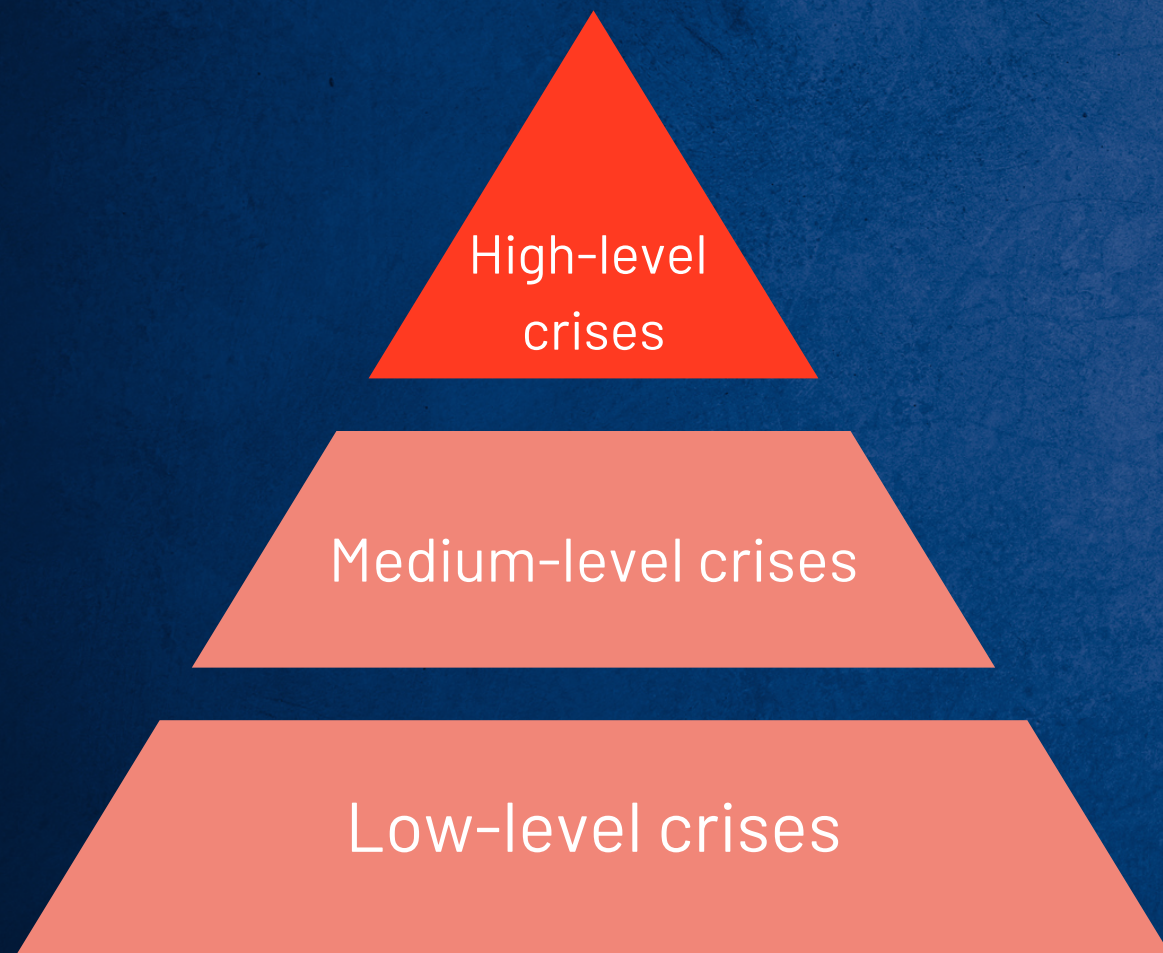


Medium-level crises:

In the middle of the crisis pyramid are medium-level crises that indicate more significant challenges for individuals' personal brands. These crises often involve negative attention or a broader controversy and can have a noticeable impact on reputation and credibility.

Medium-level crises may stem from more serious mistakes, ethical lapses, legal issues, or public controversies. Managing medium-level crises requires a more comprehensive crisis management approach, including swift and strategic actions to address the situation, minimize damage, and rebuild trust.

The crisis pyramid in personal branding

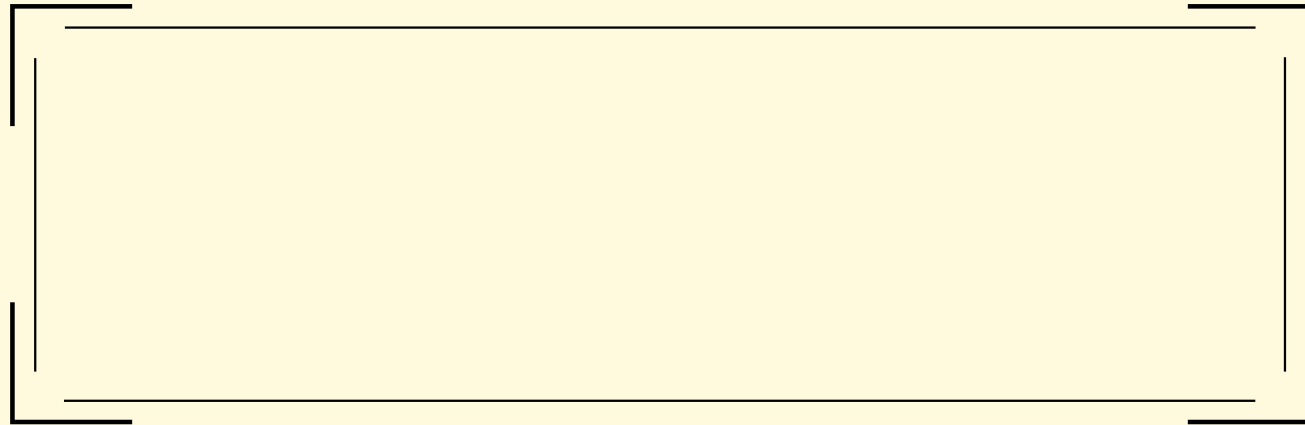


High-level crises:

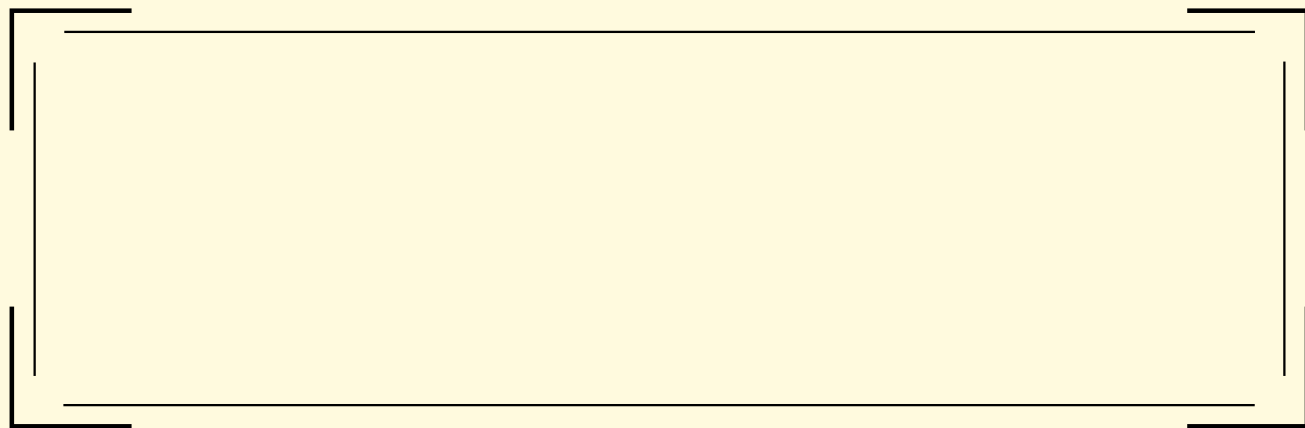
At the top of the crisis pyramid are high-level crises, which are the most severe and destructive types of crises that can significantly impact individuals' personal brands. These crises often involve core values and can have extensive professional and personal consequences.

High-level crises may include serious legal violations, major scandals, or public allegations that can lead to widespread condemnation and long-term damage to an individual's reputation. Recovery from high-level crises requires a comprehensive crisis management plan, including legal counsel, professional public relations support, and substantial investment of time and effort to rebuild trust and credibility.

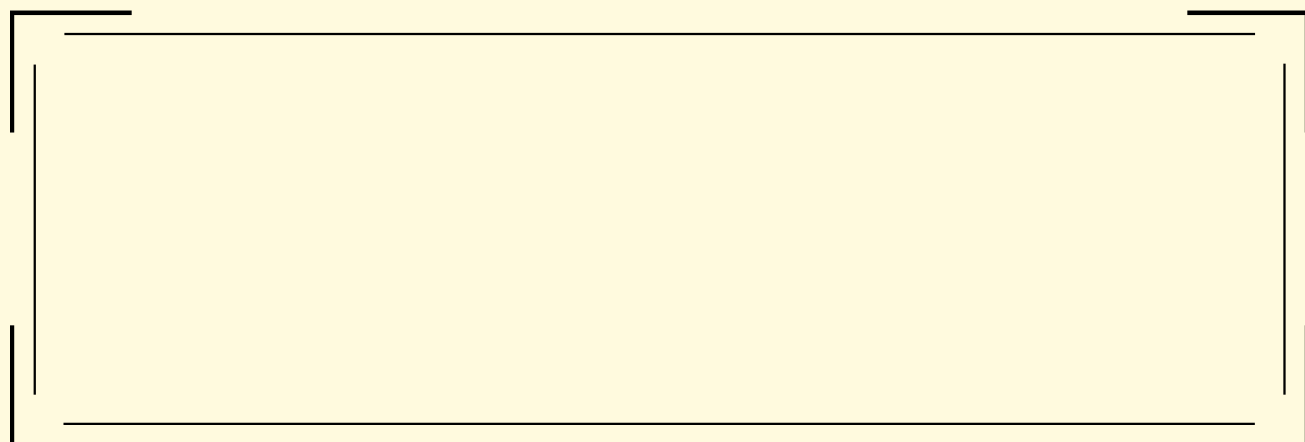
STEP 1



STEP 2



STEP 3



crisis pyramid

First, write your definition of crisis management in your brand and check steps 1, 2 and 3 in the crisis pyramid.

