

Building your personal brand

Michael Bartlett
Managing Partner
TheSocialWay.ca



From Forbes.com's Shayma Hyder

The question is no longer IF you have a personal brand, but if you choose to guide and cultivate the brand or to let it be defined on your behalf.



What is your Archetype?

Which of these best describes you?

These 12 archetypes were created about 100 years ago by Dr. Carl Jung, a Nobel prize winning psychiatrist and protégé of Freud



CAREGIVER
Service



RULER
Control



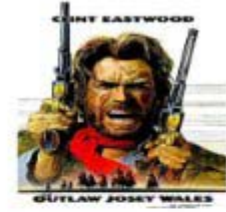
CREATOR
Innovation



HERO
We Can Do It



MAGICIAN
Transformation



OUTLAW
Liberation



EVERYMAN
Regular Guy / Gal



JESTER
Fun & Games
Enjoy!



LOVER
Intimacy



EXPLORER
Freedom



SAGE
Understanding



INNOCENT
Safety

What is your branding colour saying about you?

COLOR EMOTION GUIDE

Color	Emotion	Associated Traits	Brand Examples
Yellow	Optimism	Clarity, Warmth	Nikon, UPS, Denny's, NBC, Google
Orange	Friendly	Cheerful, Confidence	Nickelodeon, Hooters, Amazon, Sprint, IMDB, National Geographic Channel, CAT, Chevrolet
Red	Excitement	Youthful, Bold	Kellogg's, Nintendo, Kmart, Oracle, Payless, Pennzoil, Subway
Purple	Creative	Imaginative, Wise	Syfy, Monster, Coca-Cola, CNN, Netflix, Shell, eBay
Blue	Trust	Dependable, Strength	Dell, JPMorgan, Flickr, Mobile, Barbie, Lego, Fanta, Ikea, Best Buy
Green	Peaceful	Growth, Health	Whole Foods, Land Rover, Intel, Orkut, Target, Harley-Davidson, DHL
Grey	Balance	Neutral, Calm	Apple, HP, Oreo, Lynx, Lays, Hertz, Goodyear, Sam's Club, Ferrari, Puma

Icons: Yin-Yang, Peace, Flexing Arm, Lightbulb, Lightning Bolt, Smiley Face, Thumbs Up



Thomas Smale of Entrepreneur.com shares...

Your personal brand is how you appear to the world. Therefore, it serves to reason that a strong brand is preferable to one that is unpolished and uninteresting.

Once people know who you are and begin to identify you with a specific area of understanding or expertise, you'll be well on your way to becoming the go-to person in your niche or industry.

PWC.com offers this advice...

Step up to stand out.

Soar with **your** strengths.

Weaken **your** weaknesses.

Tap into **your** values.

Pursue **your** passions.

Define **your** purpose.

Build your brand.

What do you do for your Personal Brand?



Thank you for sharing your
thoughts and opinions...

Michael J.P. Bartlett



Building Better Businesses

www.TheSocialWay.ca

Our success is your success

613-900-9771

YourPartner@TheSocialWay.ca