



BRAND NEW YOU

PERSONAL BRANDING SPECIALISTS

Personal Branding – the business of being you TM

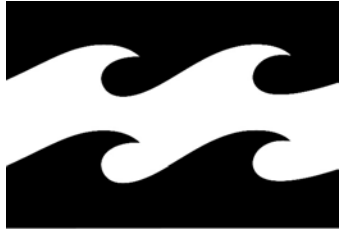
Emily Kucukalic & Georgia Lane

WHAT?

1. Being **distinctive**.
2. Portraying your strengths **deliberately**.
3. Being **consistent**.



BRAND.



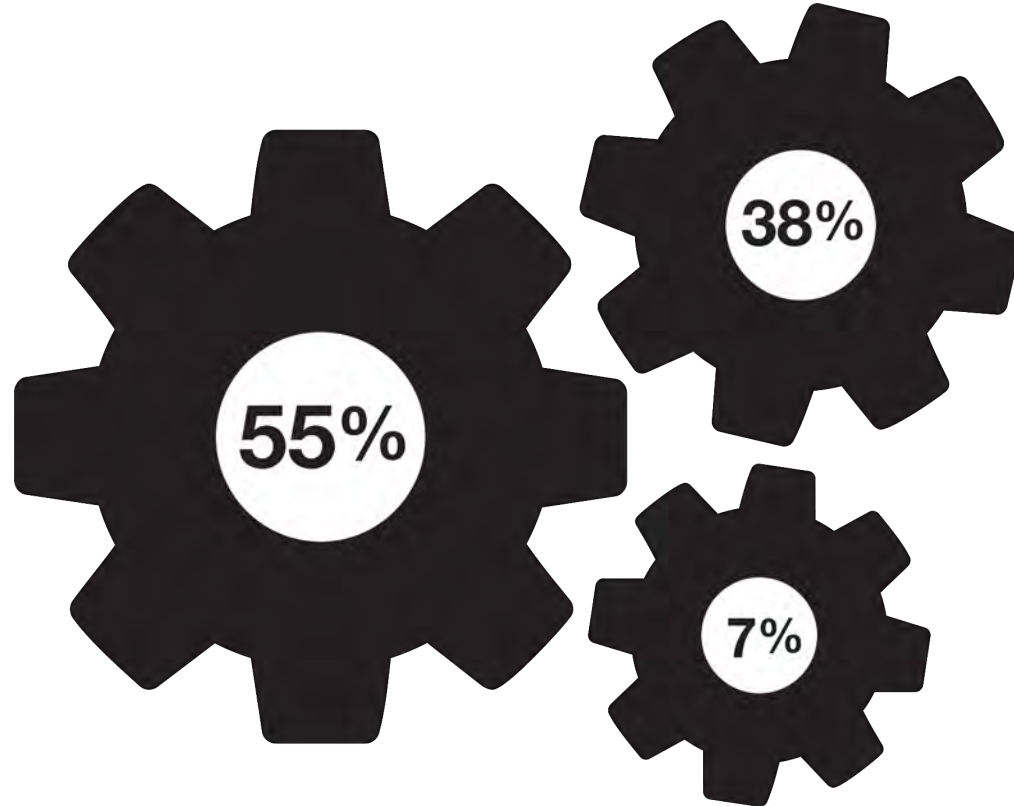
BILLABONG



SEPHORA



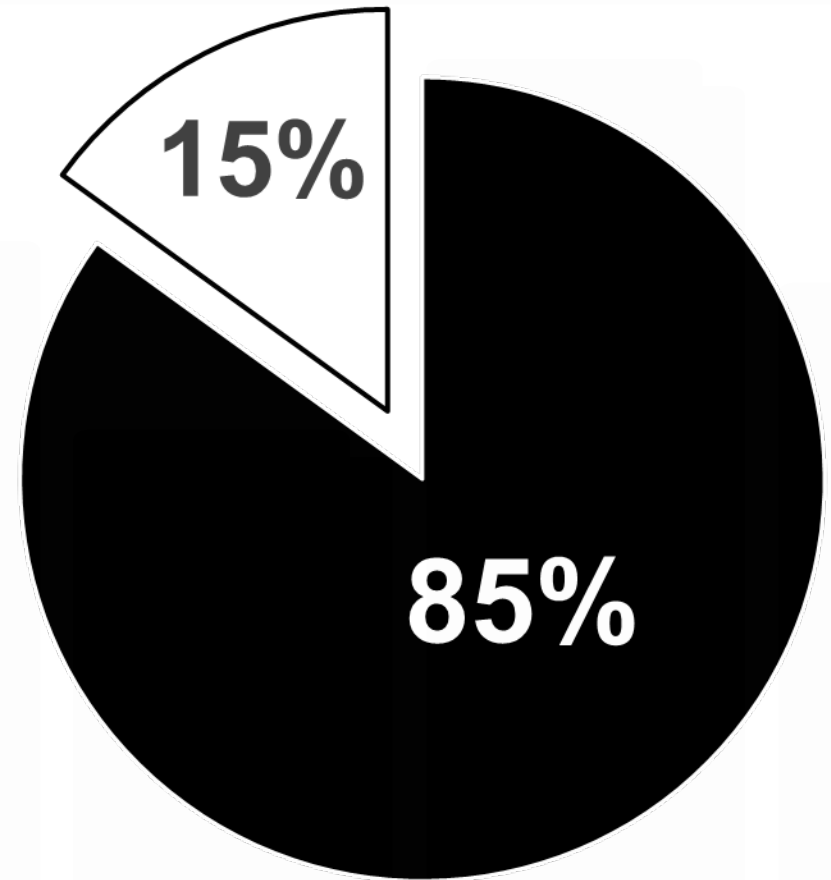
INFLUENCE



FINANCIAL SUCCESS.

85% of your financial success is due to your personality, ability to communicate, negotiate and lead.

15% is technical knowledge.



5 THEORIES SELF.



Authentic Self
ME ONLY I KNOW



Historical or Cultural Self
THE REASONS FOR ME



Extended Self
MINE



Projected Self
THE ME I WANT YOU TO SEE



Ideal Self
THE ME I WANT TO BE

WHAT DO YOU SEE?

CLASS	GRADE	COMMENTS
CHEMISTRY	B	Timmy is committed.
MATHS	A	Timmy continues to deliver outstanding results.
ENGLISH	D	We need to talk about Timmy.
GEOGRAPHY	A	Timmy Rocks!
HISTORY	F	Timmy should cease History.



THE CORE VIRTUES.



WISDOM - knowing what is true or right and having the judgement to be able to tell the difference.



COURAGE - the quality of mind or spirit enabling you to face difficulty, danger, pain with limited or no fear.



HUMANITY - being humane, kind and benevolent.



JUSTICE - being just, righteous and equitable.



TRANSCENDENCE — going beyond ordinary limits; surpassing; exceeding.



TEMPERANCE - moderation or self-restraint in action, statement.

BIASES & STRENGTHS.

f **bny** **five**

BIAS HALO.

Alan: intelligent – industrious- impulsive – critical – stubborn – envious

Ben: envious – stubborn – critical – impulsive – industrious - intelligent



ONLINE BIAS.



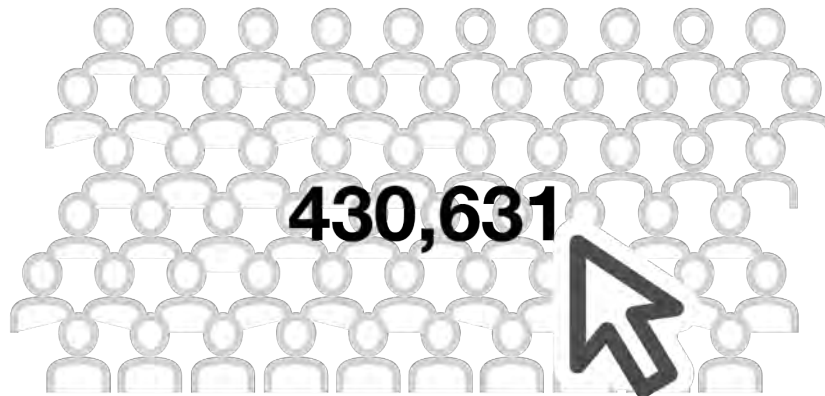
Up to 80% more likely to choose higher ranked option.

POTENTIAL.

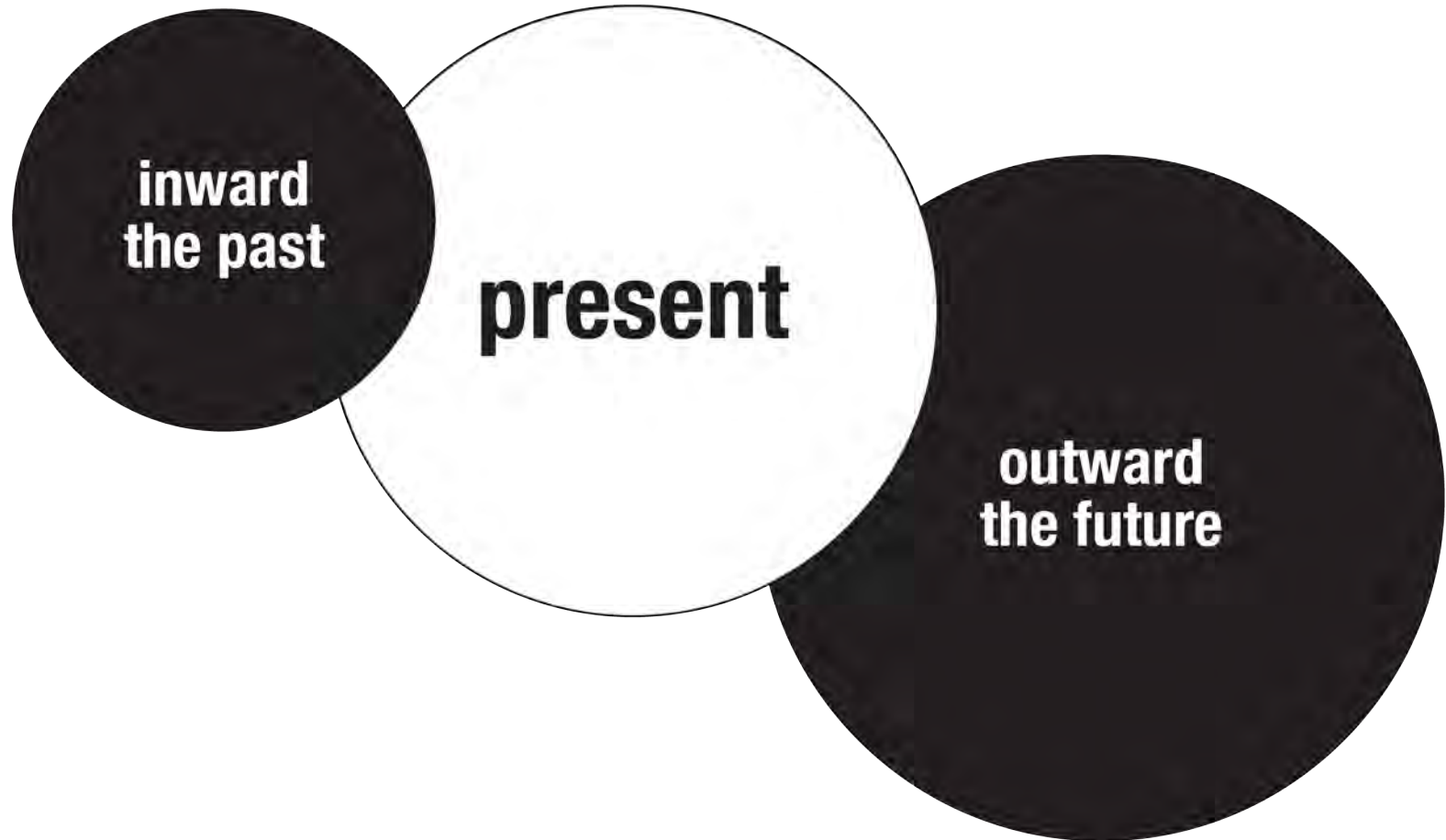
**“Everyone
is talking
about Kevin Shea”**



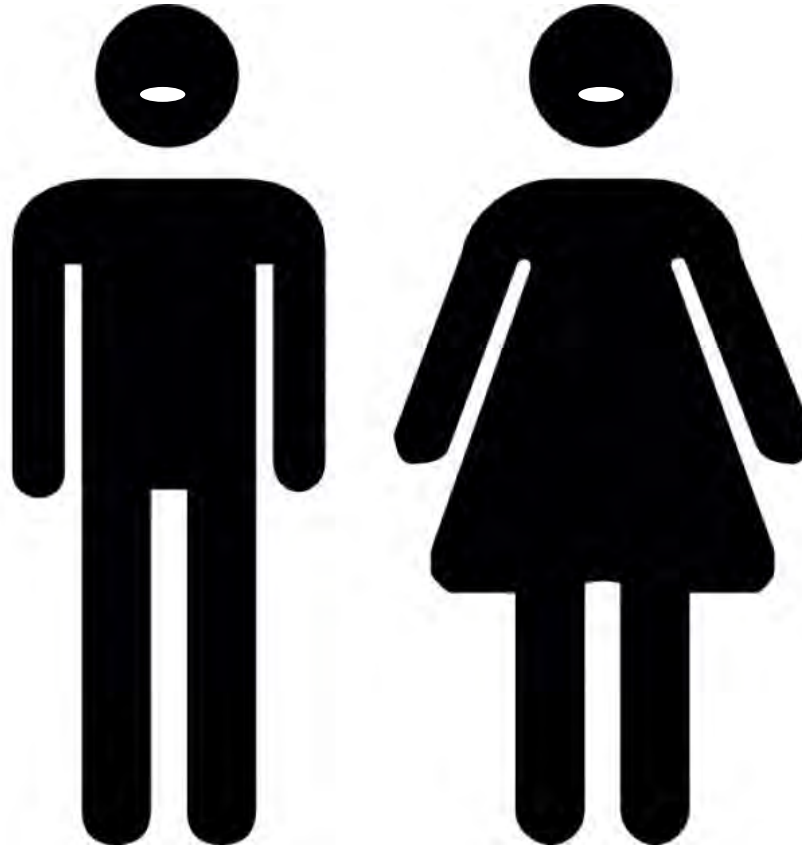
**“By this time
next year,
everyone
could be talking
about Kevin Shea”**



PRESENT.



PHYSICAL PRESENCE



Neutral position

Open mouth

OPEN OR CLOSED



WHAT'S IN A WALK?



BE KIND



ADAPT

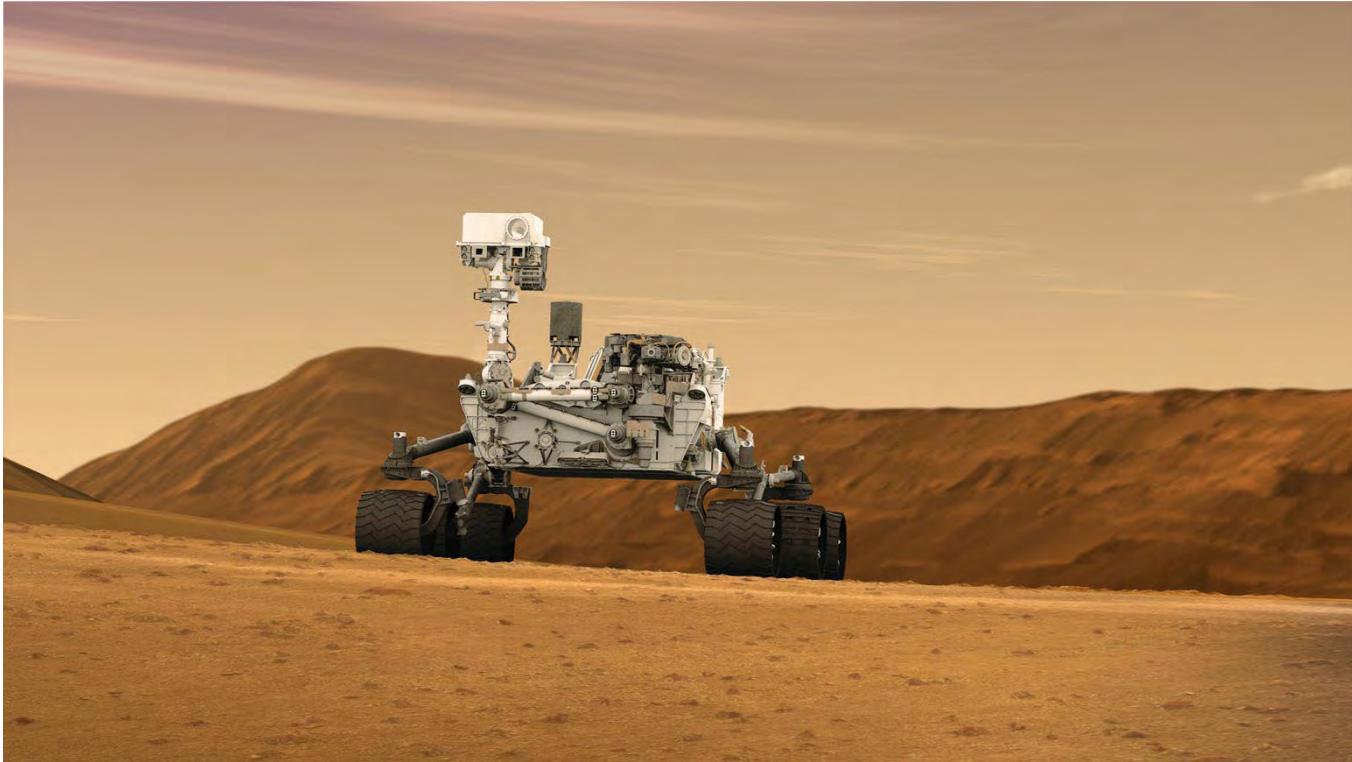
#1 – make an offer

#2 – accept the offer

#3 – “yes, and” instead of “yes, but”



BE CURIOUS



RECIPROCITY



Be the first to give.
Make it personal and unexpected.

SCARCITY



What are the benefits?
What is UNIQUE?
What do they miss out on?

SCARCITY

What are the benefits of working with you?

What is UNIQUE about you/your firm?

What will clients miss out on if they don't engage you?

AUTHORITY



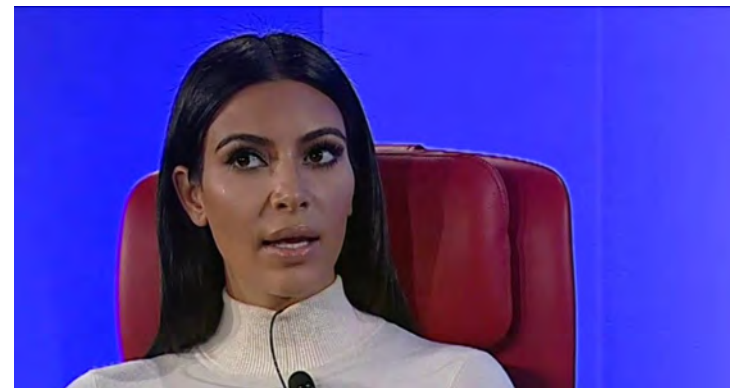
VOICES.



Nasal

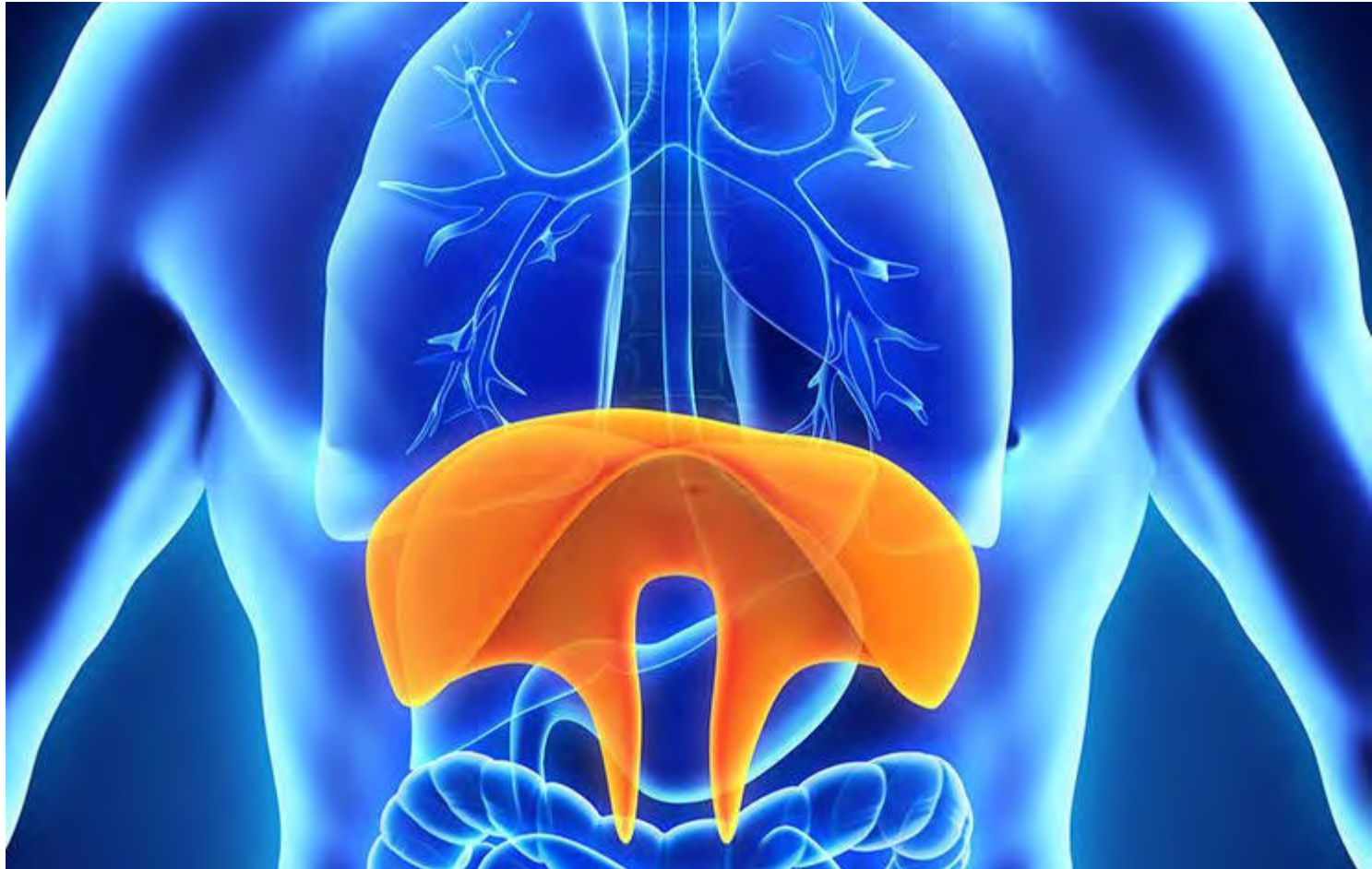


Chest



Head

DIAPHRAGM.



ONE THOUGHT ONE BREATH



TANGIBILISE.



ENCLOTHED COGNITION



HARVEY



SEEING RED





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