

Public Speaking - Building your Personal Brand and Reputation

If you have to give a talk to a live audience or if you make business pitches to prospective clients or stakeholders then it is almost certain that someone will be checking you out beforehand. 2200 years ago Aristotle understood the importance of reputation. He suggested that whilst logic (*Logos*) and emotional reasoning (*Pathos*) could eventually win a debate, it is *Ethos* – our character and values that pre-sets the level of acceptance that we are given.

So with Google and the like making it so easy for others to check us out, establishing a credible reputation is as fundamental these days as having a business card. Here are some essential and useful ways in which you can build your reputation and personal brand.

1. Be very clear about yourself! Create a clear statement of what you do, most importantly describing what that actually does for your customers. Clarify what your distinctive skill is that relevantly distinguishes you in your particular market. Write this up into a story that you can get across as a 1 minute and 5 minute pitch and with further case study examples, as a 20 minute talk.
2. Add something *exceptional* about yourself. Olympic Champion would be fantastic but personal endeavour through sponsored runs, championing others, changing your own life, taking up martial arts all say something extra about you.
3. Write about what you do. Being an author makes you an authority. The hard back book variety is terrific but e books provide an easier entry level. Read how others do it and learn from them.
4. Write articles that share your knowledge and post these on your website as free downloads. Learn by modeling the style of the most read authors. Publish your articles with article directories such as ezinearticles, articlebase and goarticles all of them offer great editorial support for free basic membership. Regular article submissions with links to your website provide the fresh content that search engines like.
5. Write a blog (weekly is good) that in theme and content is consistent with your personal brand. Synchronise it with your current articles and also look for current news links to gain maximum topicality and leverage on search keywords. Blogger.com and wordpress.org offer simple platforms that are free to use. Look for help from seasoned bloggers who love to share their knowledge. Yaro and Gideon at Becomeablogger.com and Leo Babauta are typical of many.
6. Search for common interest blogs and then write a guest post on their blog to start up reciprocal interest sharing. Make it a value-adding post that will encourage them to follow you. Visit Digg and Stumbleupon to see what is attracting interest in the blogging community. Join in common discussion groups.

7. Join LinkedIn and offer testimonials for your ex-colleagues, remembering the “*Paying it forward*” principle. Search for common interest groups and join their discussions. Post your own questions and create your own discussion group. Gather responses to your questions as source material for articles. Link your blog to LinkedIn.
8. Join Twitter. Set a weekly tweet target so that you remember. Look for topical news and relevant interest links to make your Tweets interesting. Keep them consistent with your personal brand and relevant to your blog and articles. Use Twitterfeed to feed your blogs to Twitter.
9. Scan on-line newspapers and industry specific magazines for topical issues. Join in their blogs and offer guest posts. Post answers to their reader questions and surveys. Keep answers consistent with your brand they can come back and bite you! Submit letters and articles to professional journals.
10. Create your own Personal Brand Website. Basic self-build packages with free hosting are available through sites like weebly.com and wix.com. Post your blog and articles and other free giveaways, a quick search will find on-line authors who are happy to give away free e books and articles. Provide a book shop. Clickbank is a great source of 3rd party title e Books, and Amazon Affiliates enables you to sell your selection of their range from your site. Ensure that your selected products are relevant to your brand and add value to your site. Your personal review of products, services, and suppliers helps reinforce the *industry expert* impression. The aim is to make this a site that visitors will want to bookmark and share with others. Post a newsletter with recent client case histories, plus their glowing testimonials. Use a web design company if image is a key attribute of your Brand.
11. Create a biography that will be used in all your on-line locations to give a consistent story. Ensure that it is consistent both with your business proposition and distinctive talent and also with your brand personality.
12. And do not forget the off-line world. Attend the Business Networking Groups and Professional Associations that are relevant to your Brand and Market. Give free sampler sessions of what you do. And never stop giving recommendations of people that have worked with you – what goes around does come around! And always be asking for referrals from people you have worked for – word of mouth is still the best reputation builder of all!

Copyright © Bob Howard-Spink

*Bob Howard-Spink is a partner in **Persuadability**. For more tips and advice on persuasive communication please visit www.persuadability.co.uk*

Filename: Presenting - Building your Reputation and Personal Brand
Directory: E:\PERSUADABILITY\articles\wordversions
Template: H:\PERSUADABILITY\articles\draftsinprogress\template.dotx
Title: Public Speaking - Building your Personal Brand and
Reputation
Subject:
Author: Bob Howard-Spink
Keywords:
Comments:
Creation Date: 4/9/2010 12:10:00 PM
Change Number: 2
Last Saved On: 4/9/2010 12:10:00 PM
Last Saved By: Bob Howard-Spink
Total Editing Time: 33 Minutes
Last Printed On: 4/9/2010 2:29:00 PM
As of Last Complete Printing
Number of Pages: 2
Number of Words: 813 (approx.)
Number of Characters: 4,639 (approx.)