

CHAPTER SUMMARIES

CHAPTER 1 SUMMARY

- We all have a personal brand. From the Prime Minister David Cameron, to the artist Sam Smith, to your grandfather, we all have one.
- Your personal brand is your reputation. It is what people think, know, feel and say about you when you're not in front of them.
- Your personal brand communicates who you are, what is unique about you, what you do, what you uniquely bring to the table and its benefits to others.
- Every action you take and some actions that you don't take shapes it.
- It is important to understand how you are currently perceived by others and whether this perception is working for or against you.

CHAPTER 2 SUMMARY

- Your life will become more meaningful, powerful and valuable when guided by your personal brand.
- Building a powerful personal brand will separate and place you well above your competition, helping you to leverage your points of distinction and to develop a thriving professional career or business.
- Your personal brand will help you to manage your name and others' perception of you, especially in the business world where perception is everything.
- A high quality personal brand gives you a compelling identity that is easily and instantly recognised in our overcrowded market place.
- Your brand shows the unique value you provide, that you're credible and that others can therefore pay a higher price for your worth.
- It enhances your self-knowledge and gives you authenticity. When you truly understand who you are and where you want to go, and when you commit to this, your life becomes more meaningful and fulfilling.
- Personal branding offers resilience and security, because it will remain fundamentally the same, no matter how the economy or your life evolves.
- Your brand provides you with a system for defining your purpose and life goals. It helps you to use your talents and abilities to achieve these goals more quickly and effectively.
- Most importantly, personal branding will dramatically increase your influence, enabling you to make a bigger difference.

CHAPTER 3 SUMMARY

- To create a distinctive, compelling and enduring personal brand that will attract and engage all your possible audiences, you need to be rid of any inhibitors or blocks that undermine your self-image, stopping you from honest and bold self-expression.
- How you feel and what you think of yourself matters because it affects your behaviour. Your behaviour controls your future.
- You must get past your self-doubt and stop the negative and crazy chatter in your head that tells you that you are not good enough, so that you can embrace your potential and achieve your destiny.
- You don't have to be the best to create outstanding value. To be extraordinary, you need to focus on the unique way that you enrich the lives of others.
- Anyone who is growing and making a difference is struggling and stretching. It's not as effortless as it may seem. Nothing worthwhile is really ever achieved without a struggle.
- Any time you try to adapt yourself to what you think will please others, you weaken your personal brand.
- Your brand cannot and should not appeal to everyone.
- You honour yourself when you vigorously advocate what you believe, align your actions with who you are and go after what you want.
- Surround yourself only with people who believe in you, lift you up and make you stronger.

- The time for growth will never be absolutely right, so don't set it aside until another day. Growth starts with a decision. One step at a time, with each step improving the landscape under which you are growing.
- We have so much to learn from the actions and sacrifices of the great men and women in our time, who faced their enemies, risking their lives on the possibility that they could make the world a better place for all.
- We too must confront what or who frightens us and get involved in making our world a better place to live.

CHAPTER 4 SUMMARY

- You have a unique set of talents, abilities and potentials that nobody else has. Because of this, nobody's path in life is the same as yours.
- You must never fundamentally change what makes you unique - your talents, skills, values and the way you see the world. Who you are is where your power lies, where your magic lies.
- Recognising your unique qualities and devoting your life to developing them to their full potential will help you to operate at your very best.
- For talent to yield high performance and enduring success, it must be accompanied by focused, excruciating, long-term hard work.
- It takes years and years of practice and commitment to become great at anything you do that involves a skill or expertise.

CHAPTER 5 SUMMARY

The seven main components to your personal brand are:

- Your one word - the single word that sums up all that you aim for in life.
- Your who you are and what you do statements - who you are at your core and the value you add to the lives of your target audience.
- Your target audience - who you serve and who you want to serve in the future.
- Your purpose and vision - the fixed purpose around which everything you do in your life revolves, and who you want to become or what you want to achieve in your life.
- Your core values - the values that guide your decisions and behaviour.
- Your brand mantra - a short, inspiring and motivating phrase or sentence that captures the spirit, uniqueness and raison d'être of your personal brand. This sentence sets your personal brand boundaries, stopping you from over-reaching them. This is for your own use.
- Your tagline - an inspiring and memorable phrase or sentence that captures the essence of your personal brand's promise to your target audience. This is for use in your outreach.

CHAPTER 6 SUMMARY

To stand out, your personal brand:

- should communicate a clear and simple message.
- must say something different and be as distinctive as your fingerprint.
- must be meaningful to you and your target audience.
- should be so positive and compelling that it inspires and invigorates others and invites opportunities.
- should provide real and lasting value to others.
- must be authentic. Who you are and what you say must be integrated with what you do.
- packaging must convey its meaning visually and clearly.

CHAPTER 7 SUMMARY

- The best way to create an outstanding brand is to provide an outstanding value in everything you do.
- Every powerful brand is characterised by a logically constructed set of brand-building steps.
- The key personal brand-building steps are:
 - Define and develop your personal brand,
 - Package your personal brand,
 - Distribute your personal brand, and
 - Live your personal brand.

CHAPTER 8 SUMMARY

- The first step to building your personal brand is to clearly articulate who you are.
- Here, you want to develop a narrative that clearly shows what is unique about you - your values, insights, aspirations, skills and abilities, experiences - and how your skills and experiences can add value in a given context.
- You want to get really clear internally about what you do, why you do it, what you do not want to do, where you want to be, who you serve, what you bring to the table and its benefits to others.
- You want to help others to understand and visualise what it is like to be around you, the value you add to others' lives and what you will be remembered for.
- You will be remembered not for your achievements but for how you've impacted the lives of others.

CHAPTER 9 SUMMARY

- The second step to building your personal brand is packaging.
- Here, you will be creating a distinctive and attractive look for your personal brand. Your brand packaging will ensure:
 - your name and how it is perceived by your target audience;
 - your personal story - the key story or stories that define who you are today;
 - your visual identity - your logo and the other design elements that generate recognition for you; and
 - your personal and business presentation tells the story of your personal brand perfectly.
- You should also be aware of the effect your inner circle's behaviour has on your personal brand. If they are a liability to your brand, you must take steps to limit any damage they may cause you or distance yourself from them.

CHAPTER 10 SUMMARY

- No matter how compelling your personal brand is, you still need to introduce it to your target audience, in a clear and memorable way.
- The best way to do this is through personal publicity. Personal publicity is the most effective way of introducing and selling yourself to a broad audience.
- Start by charting out every way that you interact with your audience, making sure that the story, message and promise of your brand are communicated clearly in a harmonious and consistent manner.
- There are several ways that you can share the story and message of your personal brand - from word-of-mouth reviews and speaking at events to writing a great book.
- Success depends much on how well you blend *the substance of your brand* - your story, message and promise - with *the style of your brand* - your personal brand packaging.

CHAPTER 11 SUMMARY

- The fourth and final step of the personal branding process is about living your brand - manifesting the promise of your brand.
- This stage requires you to stay focused on the message and promise of your brand 24/7/365.
- You need to show that holy trinity of personal branding in all your actions - clarity, consistency and authenticity.
- Your brand is not what you say. Your brand is what people extrapolate from your daily actions.
- It is only when your audience experiences your personal brand through your actions that they will see the integrity of your message - that you are who you say you are.
- Ultimately, your behaviour and actions are your personal brand. They either enhance or undermine it.