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PERSONAL BRANDING HAS LOCAL INTEREST AND EXPERTISE

Personal Brand was first coined in a FAST COMPANY article by Tom Peters entitled “The Brand Called You”, in 1997. In it, he proposes that we all have a brand, we’re all selling something: ourselves. He said,

“ Along the way, if you're really smart, you figure out what it takes to create a distinctive role for yourself -- you create a message and a strategy to promote the brand called You.”

Most professionals have been trying to figure this out for themselves ever since, especially with the number of pros losing their seats and racing to find another chair in the musical chairs of employment.

One local professional has been ‘branded’ as an expert in Personal Branding. Lynn Zettler, who is an Associate Certified Coach through the International Coaching Federation, has developed a specific 2-hour workshop entitled “Your Personal Brand”, an accompanying workbook, (also available electronically for download) and has recently been named the Personal Brand Examiner for Indianapolis by Examiner.com.

Zettler recently conducted the 2-hour workshop for local NAWBO (National Association of Women Business Owners) women on a working cruise to the Bahamas, April 29. The increasingly popular workshop was also presented to a local American Chemical Society (ACS) Network and is scheduled for another showing at the Regional ACS meeting in June.

When asked what motivated her to develop this interactive presentation, Zettler replied, “There are many elements to consider which add up to your unique Personal Brand including everything from your beliefs, behaviors and body language to your social media and e-mail signature. Most people are already doing these things, they just aren’t looking at how they all come together to send a message to the world about who you are and why you’re either memorable or not. I like to catalyze the success of others by helping them see how the pieces come together and how to look at them strategically.”

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