



Winning Brand Strategies For 2022

Personal Branding and Positioning

Eze Chukwudi, Milr
Creative Director,
StyleFidence NG

Why Should I Have A Brand Strategy?

- Purpose
- Direction
- Assessment

What is a **brand strategy**?

A brand strategy is a plan used by a business to create a chosen image of itself in the minds of its customers. This definition also applies to personal branding.



Personal Branding and Positioning

Personal Branding is about building authority in your area of expertise or desired interest that gets people to pay attention to your message and want to share it and recommend it to others.

Three questions that will help you define your personal brand?

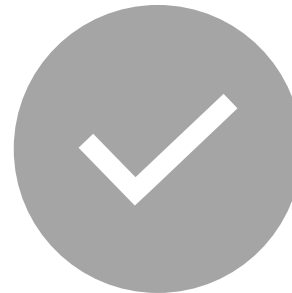
- Who do people say that I am?
- Who do I think that I am?
- What do I want people to think that I am?

Note: If who you are aligns with what people think of you then you are on the right track.

What defines your personal brand?



Your skills/talent



Experience and results achieved



Your education/qualifications



Communications- What you know is not as important as how you communicate what you know.

Facts About Personal Branding?

We all have a personal brand, some of us are just not aware of it. It is either good or bad, but it exists.

Most successful personal brands leveraged their careers and results achieved.

Developing an online presence is one of the fastest ways to grow your personal brand.

The Winning Strategy

- You must be intentional about the brand called you.
- Be committed to your growth
- Be disciplined enough to follow through on your personal development/growth plans
- Put yourself out there, be intentional about your use of social media





ROME BUSINESS SCHOOL

Better Managers For a Better World



“If you love what you do,
you should show the
world what it is and not
just your organization.

Build a reputation around
it and don't be shy to
show it off.”





Thank You

If you are considering taking your personal brand to the next level, you can reach out to me, I'm affordable.

Eze Chukwudi, MILR,

Follow me on LinkedIn

