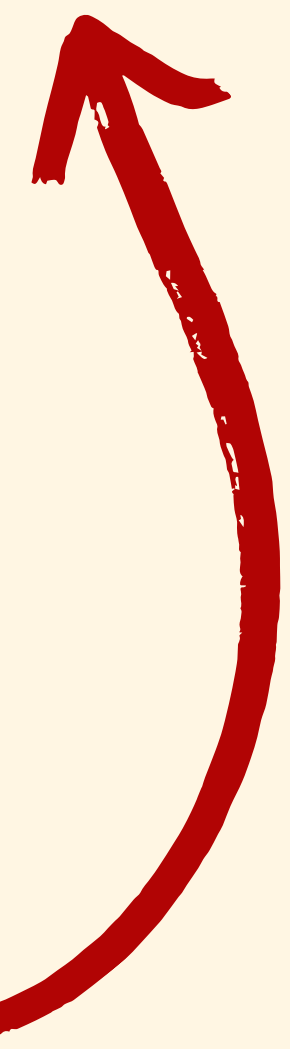
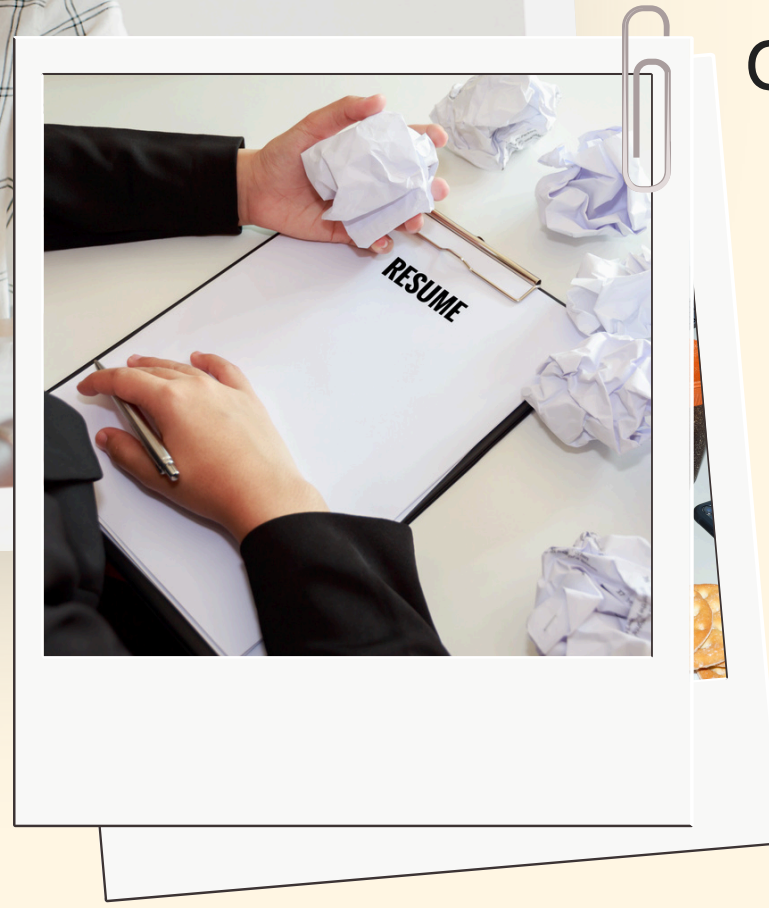




Discover and articulate what makes you the best choice for your ideal employer or customer



The Marketing of Me



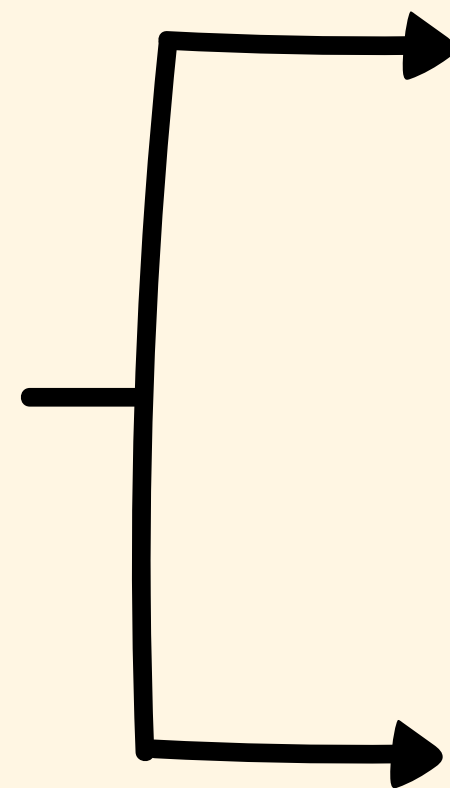
Your Personal Brand Story Vs. Your Unique Value Proposition

Personal Brand Story answers:

- Who you are and what experiences shaped you.
- What drives you—your values, mission, and purpose.
- Why you do what you do—your unique perspective and approach.

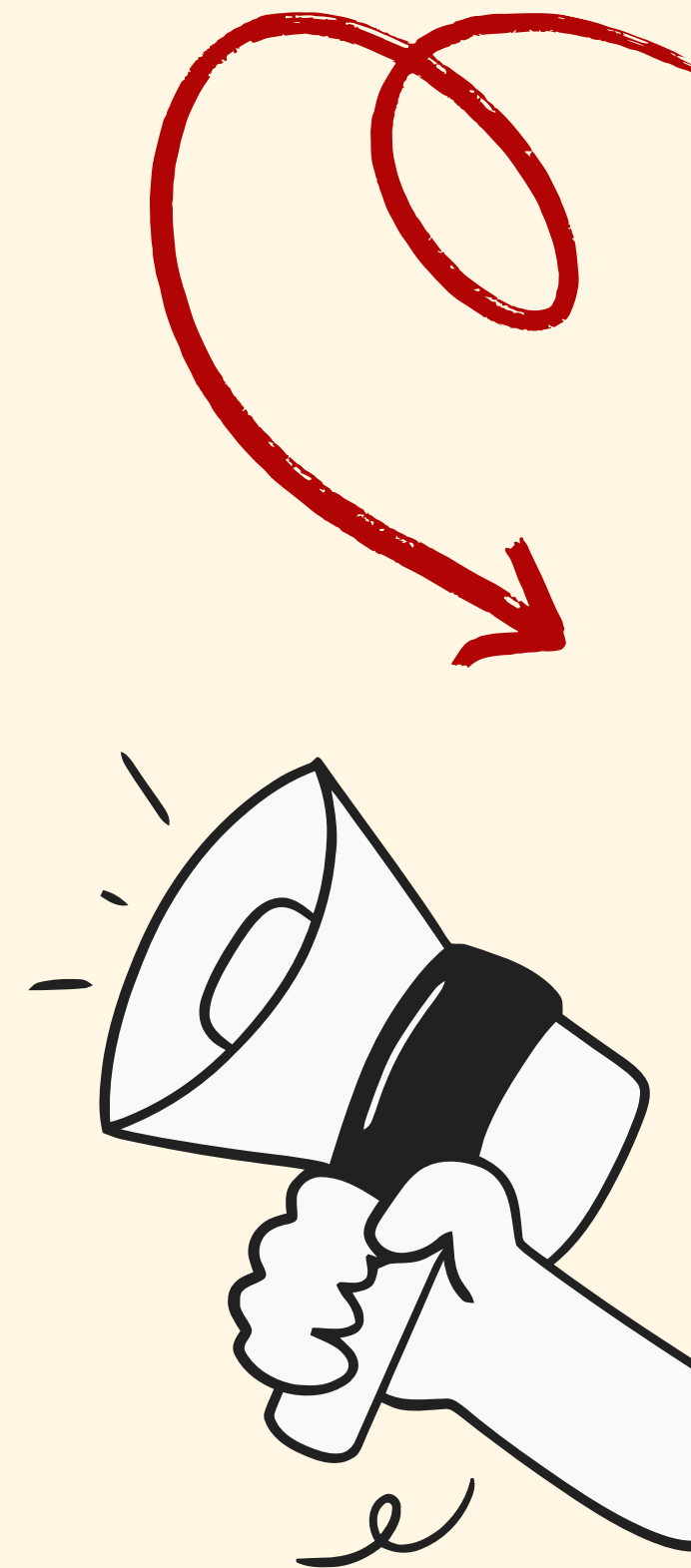


Now, we shift from storytelling to strategy

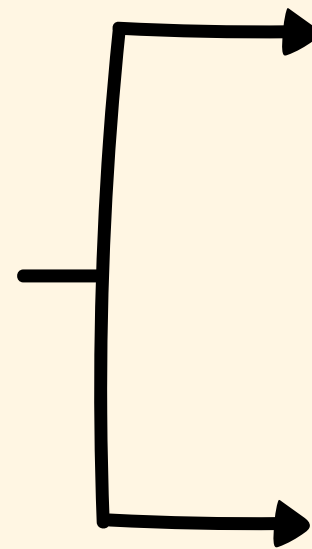


Your personal brand story gives people an emotional connection to you

Your unique value proposition (UVP) clearly communicates the tangible benefits of working with you.

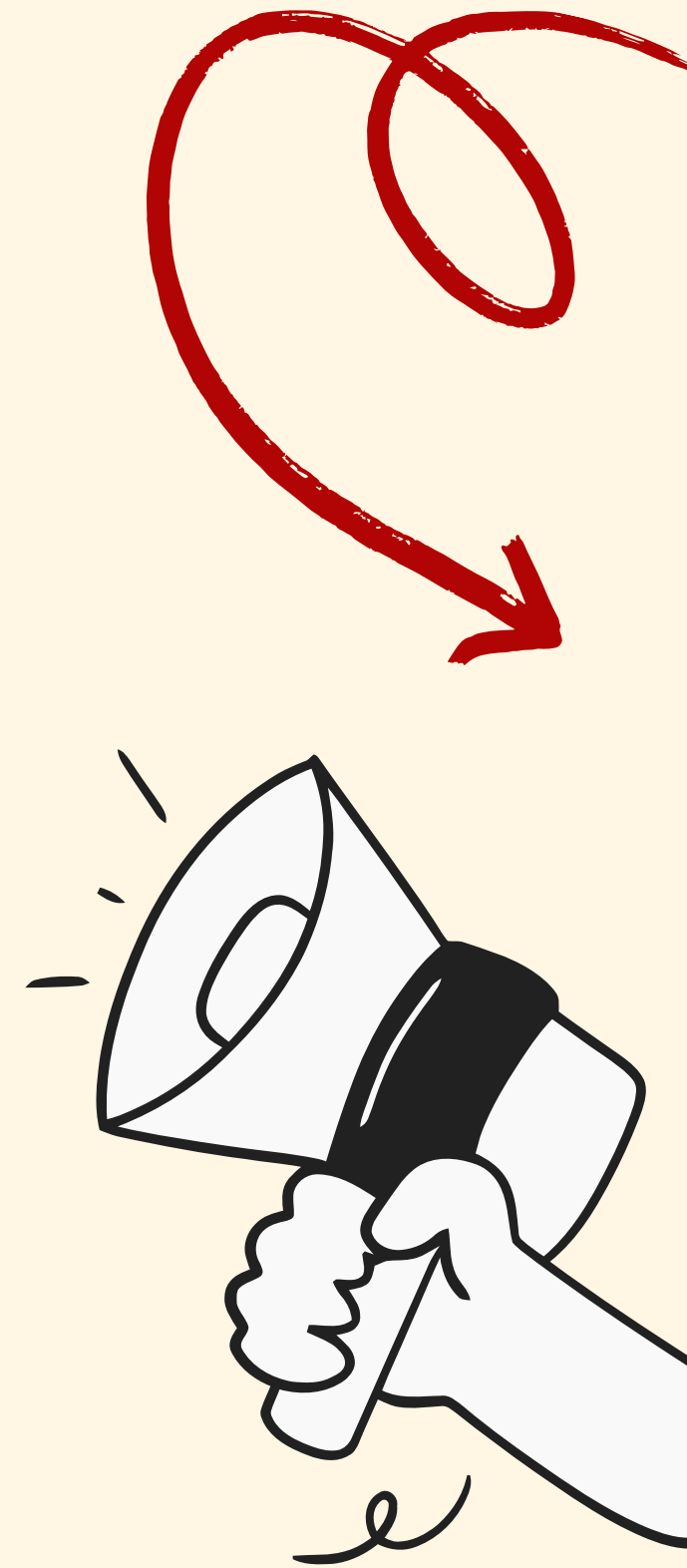


Now, we shift from storytelling to strategy



Your brand story = the why behind what you do.

Your UVP = the what and how that makes you the best choice.



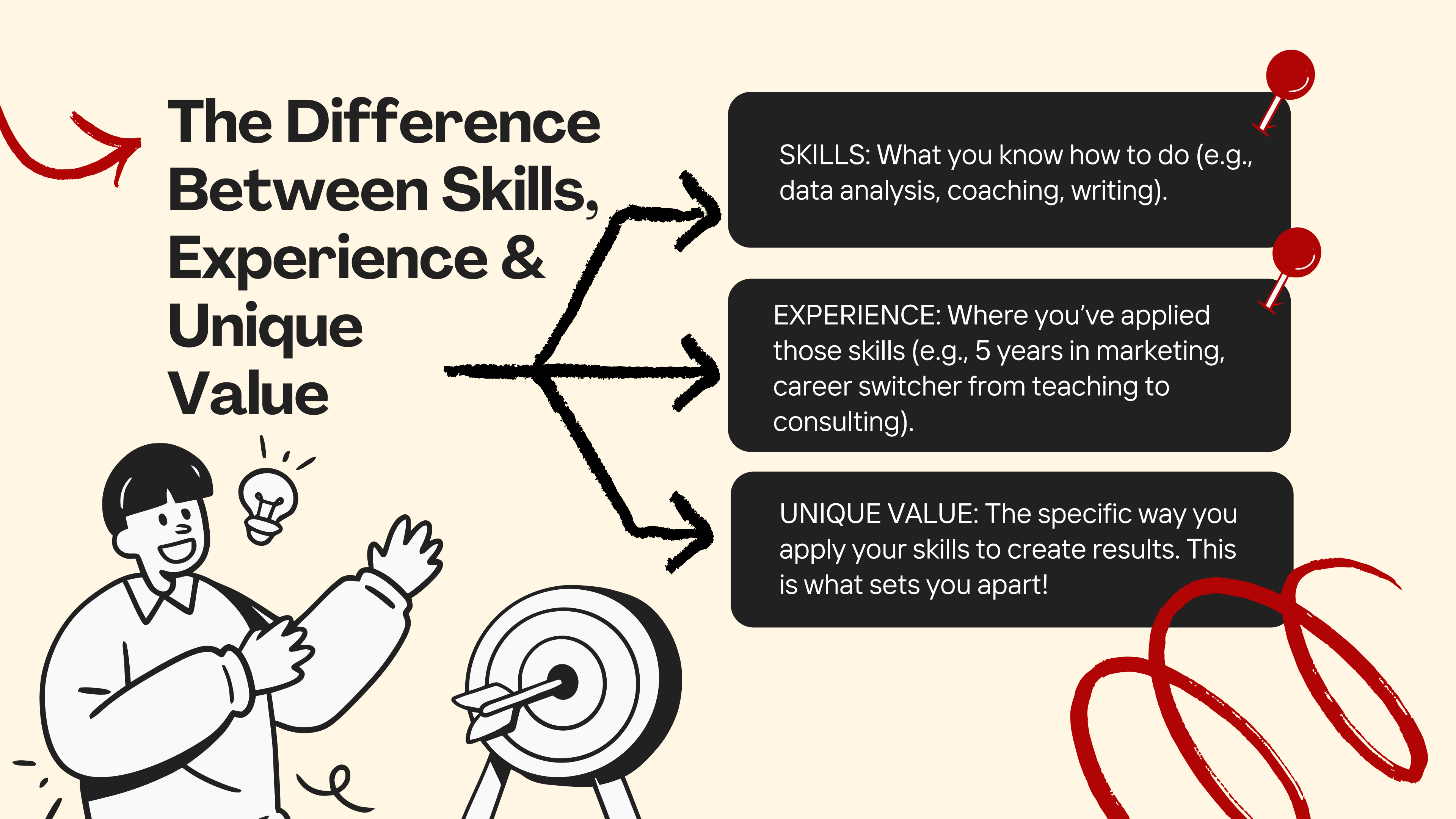
What exactly is a UVP?

A Unique Value Proposition is a clear, concise statement that explains what makes you unique and why your audience should choose you.



It's not just about skills or experience —it's about the specific impact you create.

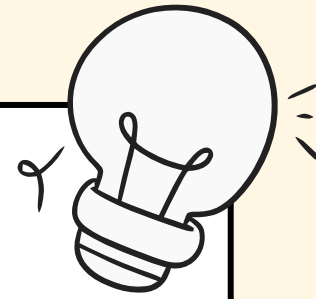
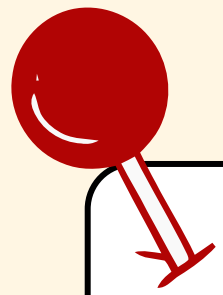
The Difference Between Skills, Experience & Unique Value



SKILLS: What you know how to do (e.g., data analysis, coaching, writing).

EXPERIENCE: Where you've applied those skills (e.g., 5 years in marketing, career switcher from teaching to consulting).

UNIQUE VALUE: The specific way you apply your skills to create results. This is what sets you apart!



EXERCISE:



What do people consistently come to you for help with?

What compliments do you hear most often about your work?

What problem do you love solving more than anything?



Ask 3-5 people
(colleagues, clients,
mentors) to describe
you in three words.



Look for themes—
these are clues to your
differentiators.

The 3-Word Test



Your personal brand statement is a clear, concise summary of your UVP. It should instantly communicate:

- 01 Who you serve (ideal employer or customer).**
- 02 What problem you help solve.**
- 03 What makes your approach unique.**





Formula for Personal Brand Statement

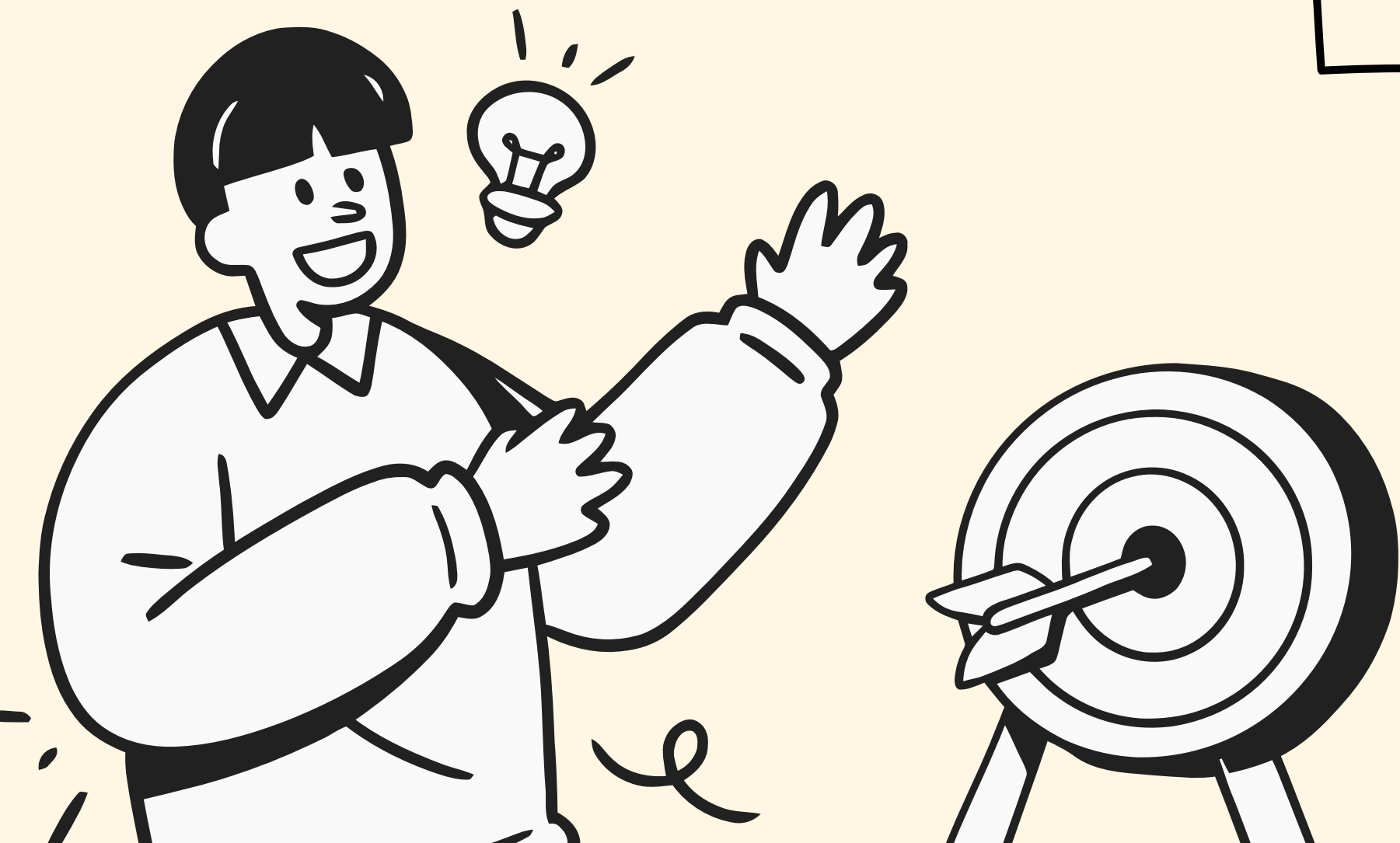
**"I help [WHO]
achieve [RESULT]
by [HOW]."**



Example:

UVP: "I simplify complex data to help leaders make confident business decisions."

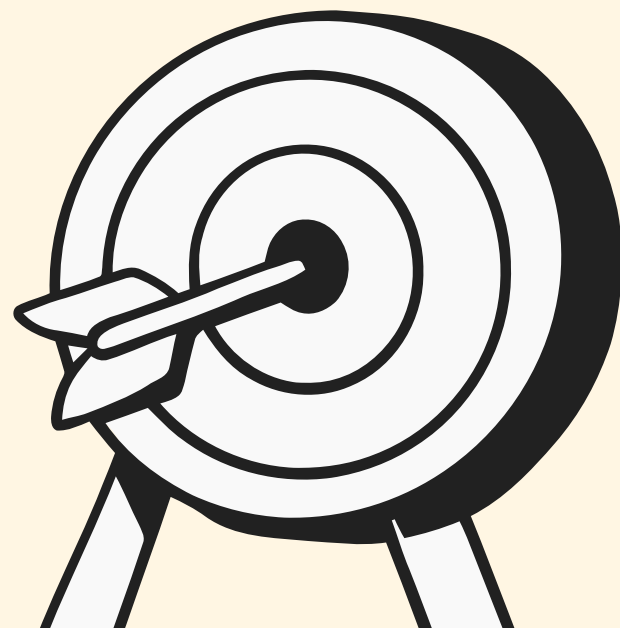
PERSONAL BRAND STATEMENT: "I help fast-growing companies build strong teams by integrating data-driven hiring with human-centered leadership."



Another Example:

UVP: "I help solopreneurs master marketing without the overwhelm."

PERSONAL BRAND STATEMENT:
"I help small business owners create social media strategies that attract customers—without feeling overwhelmed or stuck on content creation."



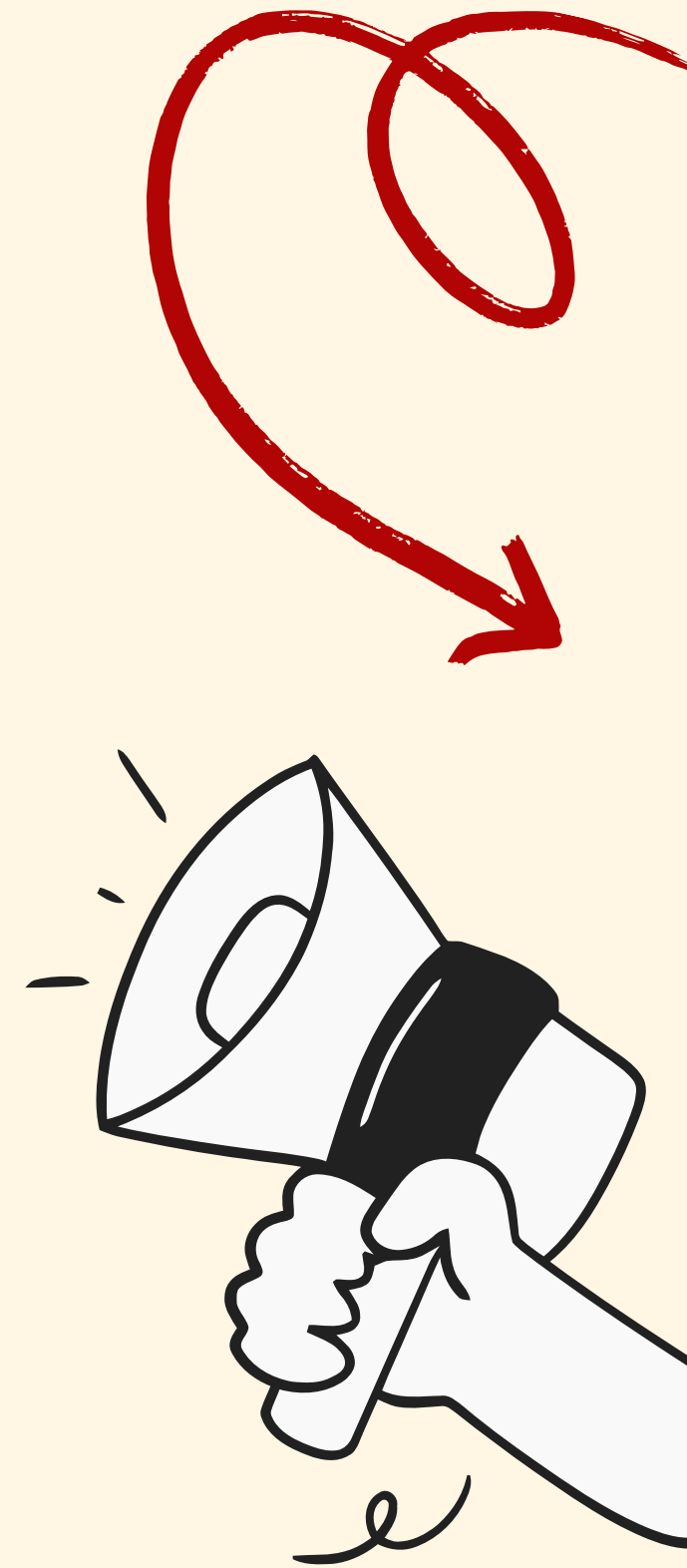
Companies and clients don't hire skills—they hire problem solvers.

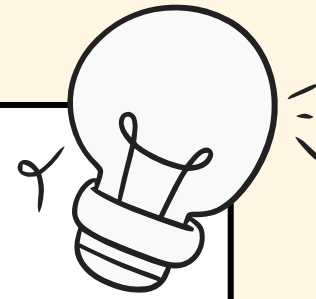
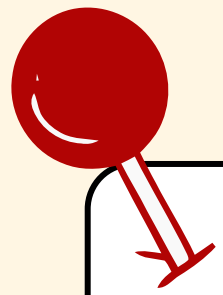


Instead of just listing credentials, position yourself as the answer to their needs.

Instead of: "I'm a project manager with 10 years of experience."

Try: "I help companies streamline operations and reduce project delays through strategic planning and team leadership."





EXERCISE:

What problems do my ideal employer or customers struggle with?

How does my expertise solve those problems?

How can I position myself as their best choice?



Personal Brand Statement vs. Elevator Pitch

Personal Brand Statement

- A concise, one-sentence summary of what makes you unique and valuable.
- Used on LinkedIn, resumes, websites, or bios.
- Focuses on who you help, what problem you solve, and how you do it uniquely.

Example: *"I help small business owners create social media strategies that attract customers—without feeling overwhelmed or stuck on content creation."*



Personal Brand Statement vs. Elevator Pitch

Elevator Pitch

- A slightly longer version (30–60 seconds) that expands on your personal brand statement.
- Used in networking, interviews, or introductions.
- Engages the listener by including a hook, a bit of context, and a call to action.

Example:

“I help small business owners create social media strategies that attract customers—without feeling overwhelmed. Many entrepreneurs feel stuck trying to keep up with content creation, so I developed a simple framework that makes it easy to plan, post, and grow their audience. I’d love to hear what social media challenges you’ve faced in your business!”



A strong elevator pitch includes four key parts:

01 Hook (Grab Attention)

Start with a relatable problem or an intriguing fact.

02 Who You Are & What You Do

Summarize your expertise in one clear sentence.

03 How You Add Unique Value

Explain how you solve the problem differently.

04 Call to Action (CTA)

Engage the listener with a next step (question or invitation).

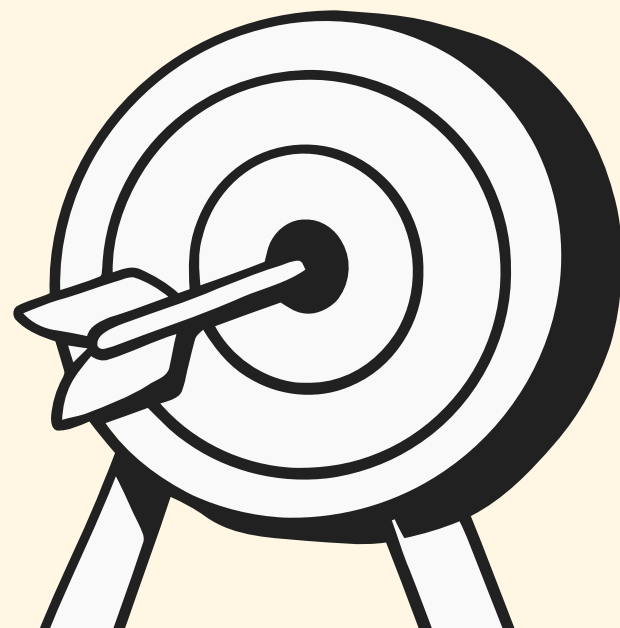


Homework:

Craft Your Unique Value Proposition — to help you define what makes you unique

Develop Your Personal Brand Statement — for use on resumes, LinkedIn, etc.

Create Your Elevator Pitch — for use in interviews and networking conversations



Next Week:

Now that you have a clear personal brand, we'll apply it to your promo materials—your resume, LinkedIn, and professional presence!

