



The Premier Association of
Financial Professionals®

MDRT Minute

The 10 Ks of Personal Branding

Know thyself.

Identifying your strengths and weaknesses will help you assess the attributes you possess that you're going to use to build your personal brand. It's going to help you to understand why people choose you; why they refer you to others. Or it's going to shed some light on why you're not being chosen; not being referred.

Know what you want to be known for.

Many of us don't take the time to address our knowledge of what we want to be known for, and thus we leave it up to others to assign us our own brand identity. Often this identity is based on a very subjective or a very false premise.

Know how to be consistent.

We know why we are loyal to our favorite brands. But why are your clients loyal to you? You want to create a seamless string of perceptions that associates you with the brand you want to build.

Know how to accept failure as a part of building your personal brand.

Sometimes we fail because we took a risk. But in taking that risk, we allowed ourselves to extend outside our comfort zone and created a much broader definition of what can be or what is possible. You would have never known what you were capable of had you not taken that risk.

Know how to communicate your personal brand attributes.

Your brand is not just about the products you sell; it's also about how you talk about what you do. Each of us needs to have an elevator speech — a statement of who you are, what you do and how you add value — that defines our value.

Know how to create your own opportunities.

When you can create an experience for your clients that they do not expect, have not requested or don't anticipate, you become not just an advisor but an important part of the experience of their life. That's how you become valued.

Know and master the art of connection.

Your brand will be defined by the quick connection people make once they hear or see your name. And your brand will be defined by what others say about you when you're not in the room. It is up to you to define what you want others to say about you when you are not present.

Know that silence is not an option.

To be silent is to be undiscovered, and when you're undiscovered, your brand value diminishes over time. So, wherever possible, use opportunities to make yourself stand out. When you walk into any room, you should always ask yourself these three questions: *Why am I here? What will I contribute? What will they say when I leave the room?* This is going to help keep you focused on delivering value so that you are memorable.

Know your expectations, not your limitations.

With an awareness of your personal brand comes an awareness of what others expect from you. If your clients only expect you to give one service and don't expect that you can do the other, both people are now limited from new opportunities that could come their way. Therefore, set the expectation with your clients based on the impact you want to create for their life.

Know why you are doing what you're doing today and how it shapes where you are headed tomorrow.

If you walk the halls of your clients with a sense of purpose in helping them improve their life, people see it. When you have a solid goal, you will work to meet it. And when you know why you are doing what you are doing today and how it shapes where you're headed tomorrow, you are likely to succeed in it.

Kaplan Mobray is one of the nation's leading career experts and an authority on personal branding. He authored the bestselling book The 10Ks of Personal Branding and has contributed to The Wall Street Journal, CNN, Businessweek, Ad Age and more. You may purchase his entire presentation at <http://www.mdrstore.org/>.