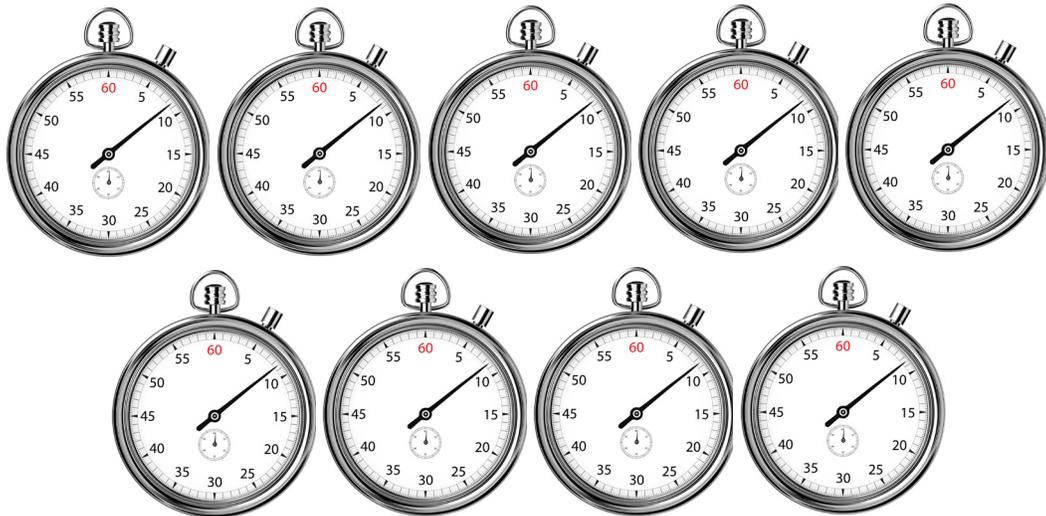




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

10 WAYS TO APPLY YOUR PERSONAL BRAND STATEMENT



BY SALLY HOGSHEAD

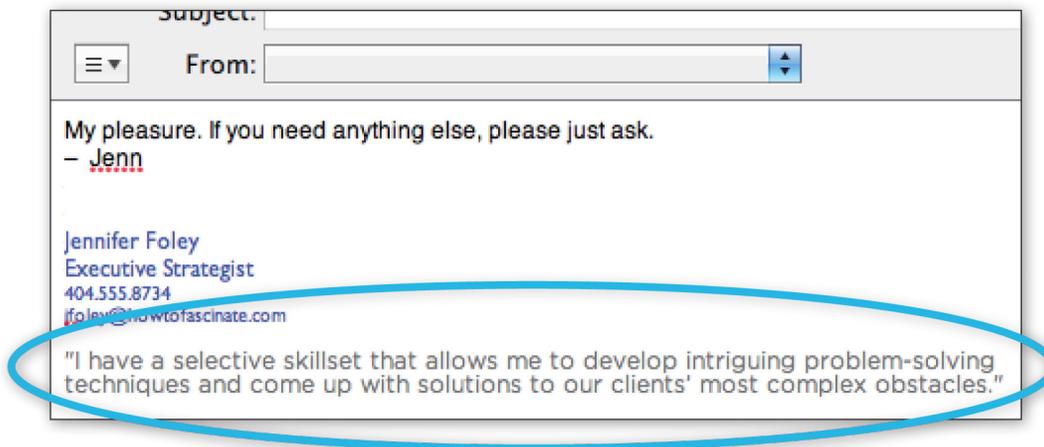
YOU HAVE QUITE POSSIBLY WRITTEN THE FINEST PERSONAL BRAND STATEMENT IN HISTORY.

By now, you've managed to wrap yourself up in a nutshell and cut to the core of your being. Poets, preachers and politicians would struggle to craft a finer homage to themselves. But now what? Should you simply saunter up to influential people and recite your statement proudly?

Potentially, yes!

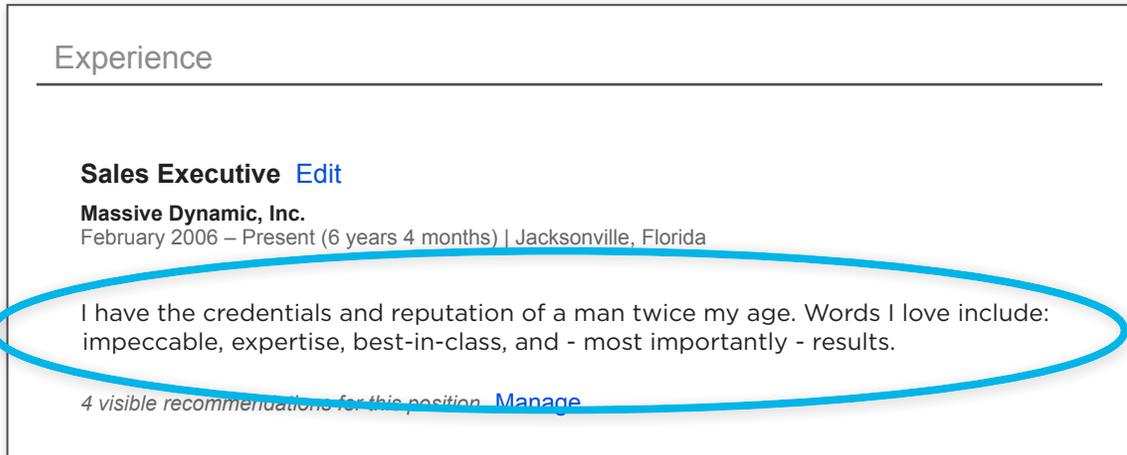
But here are ten other creative ways to use your personal brand statement.

1 EMAIL SIGNATURE



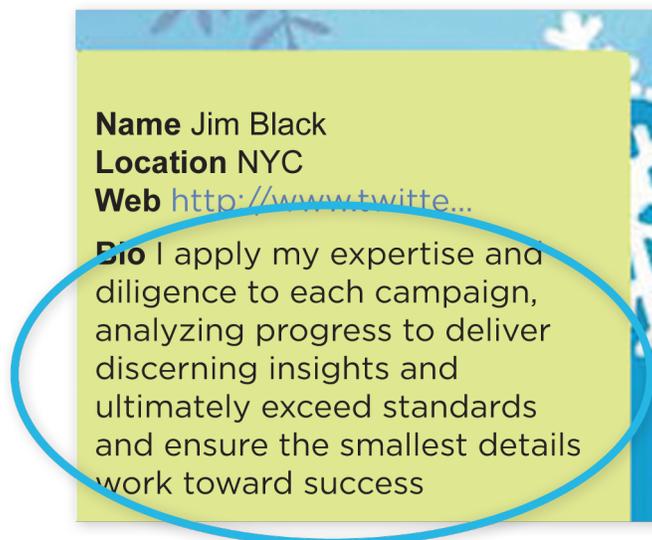
A lot of business takes place over e-mail and that makes building relationships difficult. Add your personal brand statement to your signature line and add **TRUST** to your communications.

2 LINKED-IN PROFILE



Like it or not, people are looking you up on the internet. And in the business world, at least for now, the main hub is LinkedIn. If you're not on it, get on it. Then you can let people know what you do and who you are by posting your personal brand statement.

3 TWITTER BIO



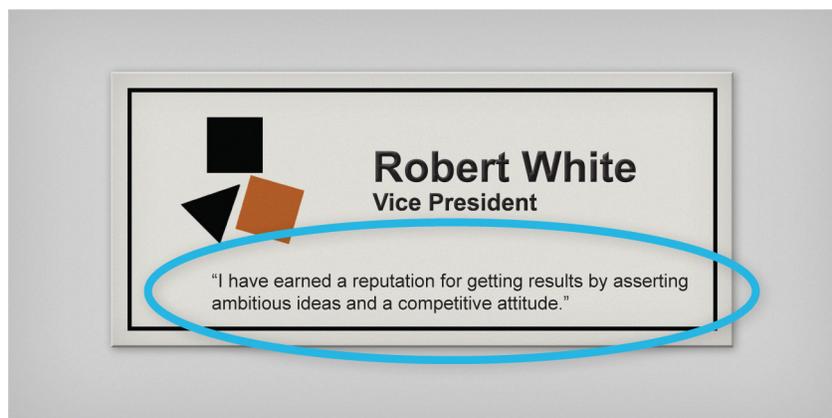
If you want people to care, you have to offer a little more than witty observations and political rants. Help your followers get a better glimpse into the person behind the one-liners by sharing your personal brand statement.

4 BUSINESS CARD



It's been said that, in business, your card is as important as your handshake. What better way to tell someone your story right off the bat than to print your personal brand statement right on your card?

5 OFFICE NAME PLATES



Give visitors a better idea of who they're working with by including your personal brand statement on your office name plates.

6 COMPANY WEBSITE - EMPLOYEE BIOS



Give your employees an opportunity to shine on your website by including their personal brand statement in their bios.

7 LOBBY PHOTOS



Give visitors a better idea of who they're working with by including photos and personal personal brand statement right in your lobby or entryway.

8 MISSION STATEMENT

MISSION STATEMENT

My goal is to shine a new light on your business and deliver opportunities for growth and optimization via surprising insights, independent problem-solving and unassuming communication.

In many ways, your personal brand statement is a mission statement. Use it to let potential clients know who you are and what you stand for.

9 DIRECTION TO MARKETING TEAM

CREATIVE BRIEF

PROJECT DESCRIPTION:
Programming and design for new company website

ABOUT US:
We are considered a Blue Chip. We have earned a respected name because of our uncompromising results. People call our methods classic, but like a Rolls-Royce, they are still Best-in-Class.

Share your personal brand statement with your marketing team or the guy who's designing your website. It's important they fully understand who you are and what you're trying to accomplish.

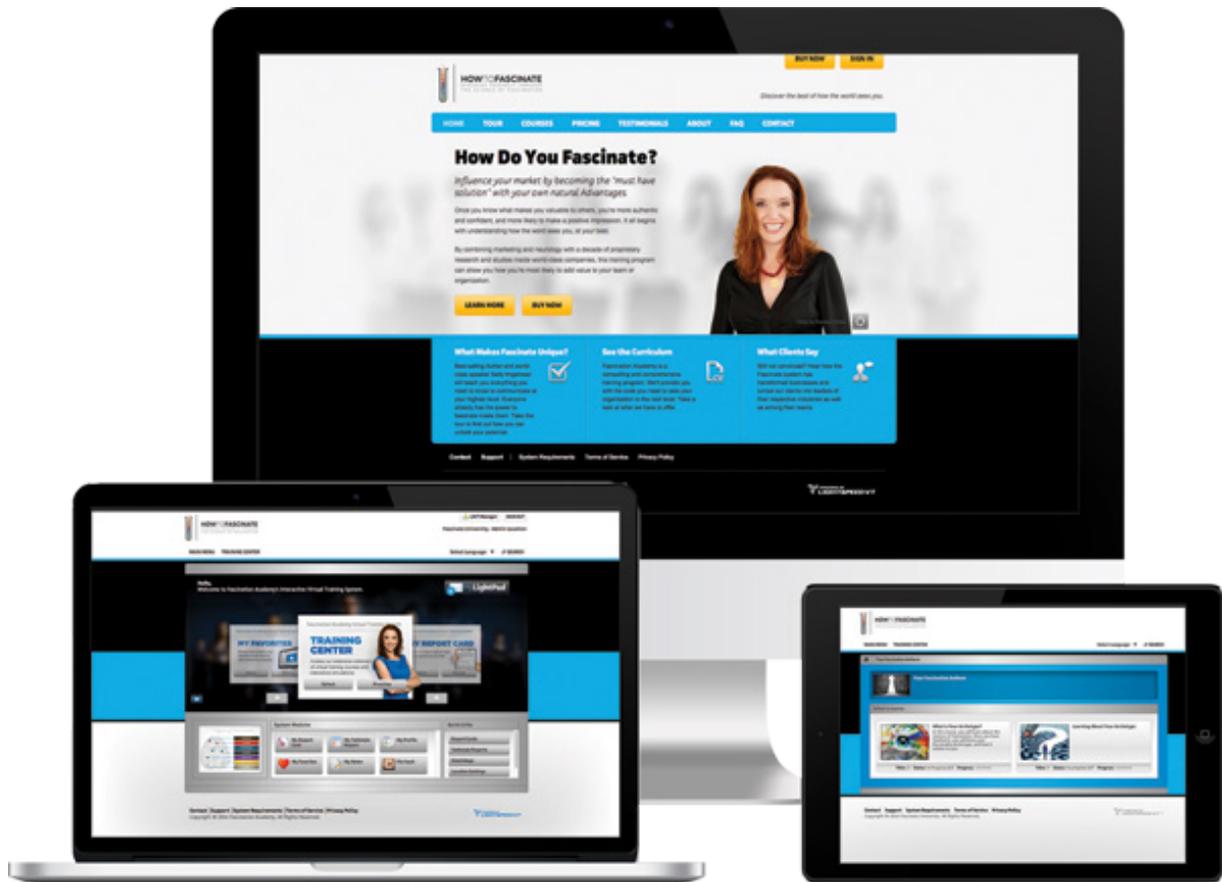
10 FACEBOOK



Surely, you saw this coming. Facebook is where people connect. Business people too. Maybe it's time to take down that photo from New Years you don't remember taking and post your personal brand statement instead. It does matter.

STAND OUT OR DON'T BOTHER.

NEXT STEP: GET YOUR PERSONAL BRAND STATEMENT



YOUR TEAM IS MORE ENGAGED AND PRODUCTIVE WHEN YOU UNDERSTAND THE VALUE EACH PERSON BRINGS TO THE TABLE.

WHEN YOU FIND YOUR PERSONAL BRAND STATEMENT, YOU'LL BE ABLE TO:

- + Discover the advantages of every person on your team
- + Empower coworkers to be more productive doing what they already do best
- + Build a high-performing team that interacts more confidently with customers and each other

LEARN MORE ABOUT THE FASCINATION ACADEMY

Questions? Hello@HowToFascinate.com

THE LEGAL STUFF...

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage® assessment without first obtaining the express written permission of How To Fascinate or Sally Hogshead.

Fascination Advantage®, Discover How The World Sees You®, How To Fascinate®, each of the 7 Fascination Advantages, and the 49 Fascination Advantage® Archetypes are trademarks of How To Fascinate and/or Sally Hogshead. All other trademarks and copyrights are property of their respective owners.

Copyright © 2012-2016 How To Fascinate and Sally Hogshead. All Rights Reserved. Reproduction is prohibited without express permission of How To Fascinate or Sally Hogshead.