

## Personal branding: 5 things that stand out

Personal branding is a good thing. It inspires us to be consistent, authentic, and distinctive.

What exactly is it? It is who you are, your reputation, and your uniqueness. It requires deliberate defining and managing, and helps us to be in control of how we are perceived.

My favorite way of describing it is:

**Your personal brand is what people say about you when you walk out of the room.**

As Anne Morrow Lindbergh said, "The most exhausting thing you can be is inauthentic". Personal branding is about being who you are. Tuning in to our personal brand improves our professional image and outlook.

When I think about personal branding, these five things stand out in my mind:

1. Everybody who knows me has already made a decision about what my personal brand is (the "what people say about you when you leave the room" concept) so I might as well take control of my personal brand.
2. We each have our own skill sets and experiences. The ones that are unique to me are the ones I should focus on.
3. A personal brand is about first impressions. (When you have red spiky hair and nail polish to match, it usually helps people to remember you. Hopefully in a good way.)
4. Knowing my personal brand saves time because I don't have to think about how to present myself every time I set foot in a new situation.
5. If people remember me, they'll think of me when they need a strategist, message developer, or writer.

I'm a big fan of personal branding, and I'd love to talk with you about it, so if you're interested, please contact me via email or phone (210.601.4572.) Also, if you'd like to read more about personal branding, I have some recommendations on good books and articles (going all the way back to Tom Peters' "[The Brand Called You](#)" article published in 1997.) Finally, I'm doing a couple of presentations on personal branding at some upcoming conferences and conventions. Please let me know if you'd like more information.

It's never too late to start working on one's personal brand. Enjoy the journey.

All the best,

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