

You Are A Brand

Do you have a brand?

Your brand consists of a complex set of characteristics and dynamics that play out in thousands of scenarios each workday.

You can use your brand to positively influence your image to others and enhance your career using these five Ps:

Persona – The emotional connection and reaction you elicit from other people as a result of your personal style.

Product – The sum of your qualifications, experience, technical and/or functional expertise, ideas and results you've delivered over time.

Packaging – The presentation of your personal appearance, surroundings and tangible results of projects and assignments on the job.

Promotion – The way you inform your market about your value and impact.

Permission – The sense of legitimacy, confidence and core belief that you have important contributions to make.

Susan Hodgkinson - author of "The Leader's Edge" in the Courier-Post – Camden N.J. 08101 – Dec. 12, 2005

M. Larry Litwin, APR, Fellow PRSA

Associate Professor – Public Relations/Advertising

"Loyalty, Judgment, Trust, Ethics, Integrity" = PR Counselor

The Public Relations Practitioner's Playbook (Kendall/Hunt – 2003)

The ABCs of Strategic Communication (Kendall/Hunt – 2005)

www.larrylitwin.com

Rowan University

201 Mullica Hill Road

Glassboro NJ 08028

856-256-4224

856-424-3738 (Fax)