

Your 5-step personal branding workout



By [Donna Rachelson](#)

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Any doctor or health professional will tell you that regular exercise is important to get fit and stay healthy. Likewise, if you want a "fit" and healthy personal brand, you need to flex your branding muscles and give them a workout. Here are a few ideas on how to do that.

Always warm up: Make sure you do your preparation. Think ahead, strategise and practice what you will say about yourself if you are given the opportunity.

Understand your limitations: Just as most rugby players aren't built to be Tour de France cyclists, we each have different strengths and talents. Identify yours and focus on them. If you're an introvert, for example, public speaking may not be the best choice of personal brand building for you. Consider something that plays to your strengths instead.

Push yourself: It's only when you push your limits that you will expose your greatest strengths and talents. Like a runner who increases the distance he races, challenge yourself to go further.

Find a personal branding gym buddy: It's often easier to go further with a support system, which is why cycling and jogging clubs are so popular. Network and expose your brand to the right target audience and associate with people whose brands you admire - being connected with them will automatically raise your brand profile, just as playing with a stronger tennis partner might better your game.

Don't forget to cool down: Take the time to stop and reflect on what you have achieved and to ensure that your progress is in line with your personal branding objectives. Taking time to cool down is a way to make sure you don't get ahead of yourself and cause injury.

ABOUT DONNA RACHELSON

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