

What does *Personal Brand* mean to you?

In today's competitive business world entrepreneurial-minded individuals need to create, develop and grow their own personal brand. Having a strong brand will help you beat your competition, and allow you to become a recognized expert and a sought-after speaker.

- B** - Believe in yourself and others will follow your Brand.
- R** - Respect and Relevance are built with a personal brand.
- A** - Admiration for your personal brand comes from being Authentic.
- N** - Never stop branding, your personal brand has No limits.
- D** - Drive and Determination build successful personal brands.

Do you have a well-defined and effective personal brand?

Take the Corbett Public Relations Personal Branding Quiz:

Do you know what your personal brand is?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a plan for marketing your brand?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have goals for your brand?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a clear personal brand message?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you know what to do if your brand comes under attack?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have the ability to adapt to the fast paced changes in our economy and market conditions?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a well-defined area of expertise?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you understand the technology you need to grow your brand?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Should the media be interested in your personal brand?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Is the media calling you to comment on your area of expertise?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a way to communicate with brand followers and others?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a blog to help develop your brand?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have thousands of Twitter Followers, Facebook Friends or Fans who will promote your brand?.....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Have you created a financial and time budget to develop, grow and continually promote your personal brand?....	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a way to make money with your personal brand?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a way to track the ROI from personal branding activities?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you have a way to capture information about individuals interested in your brand?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Are you committed to do what it takes to build your personal brand?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>

If you answered NO to more than five of these questions, then you need to develop a plan to grow your personal brand. Corbett Public Relations' Personal Branding Program will help you grow your personal brand, enhance your reputation, create a buzz, attract followers, gain media attention and, most importantly, beat your competition and grow your business.

To set up a free consultation, please call or e-mail Bill Corbett, Jr. at **(516) 775-0435 ext. 1** or wjcorbett@corbettpr.com.



Corbett Public Relations, Inc.

Media Relations, Social Media Marketing, Personal Branding and Government Affairs

111 South Tyson Avenue, Floral Park, NY 11001

CorbettPR.com