



HOW TO
BRAND
YOURSELF

David Gilroy
Conscious Solutions

Clothes make
the man?





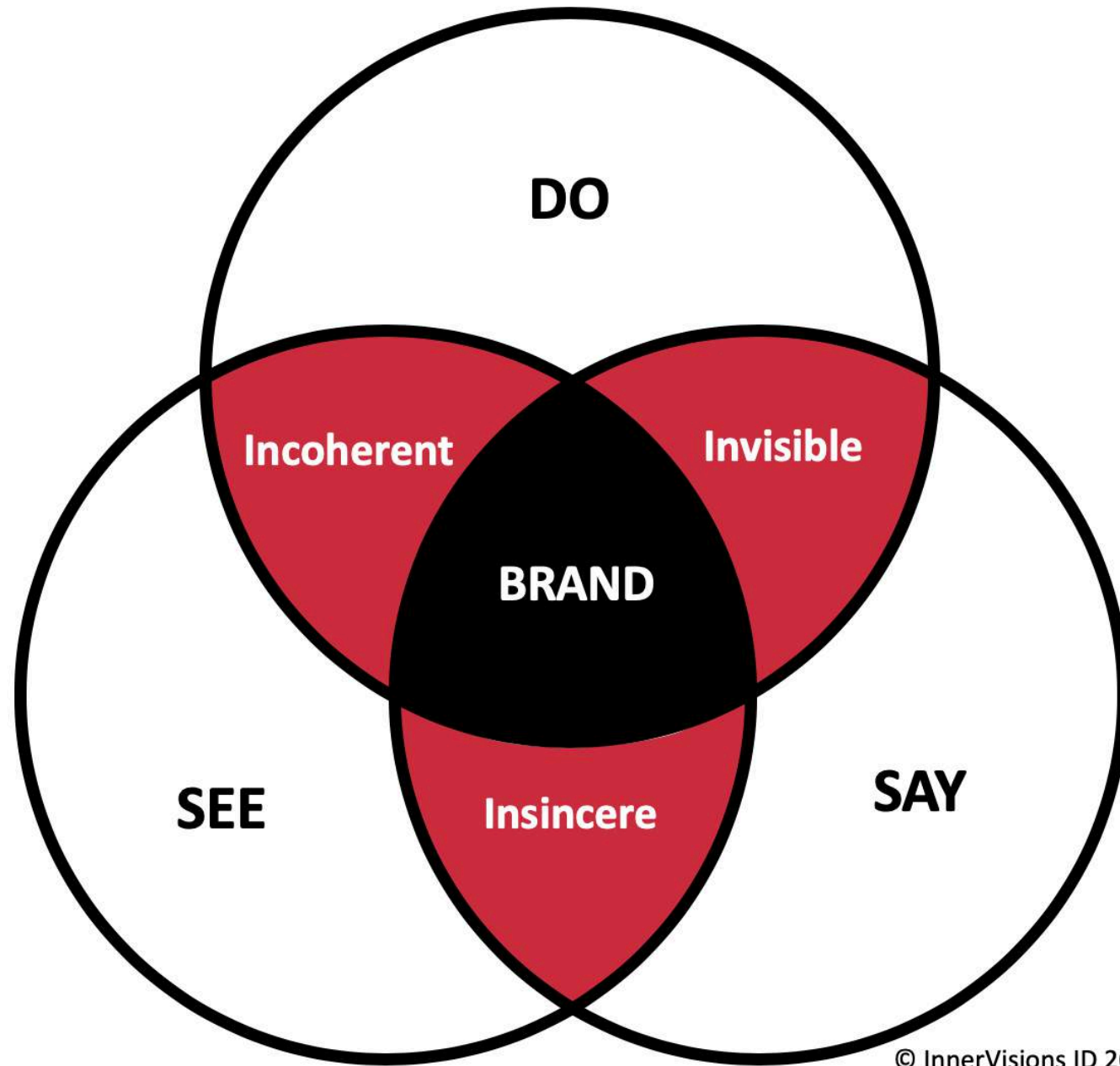
If clothes indeed make
the man...then being
the man can be bought,
borrowed, or, stolen.

A Venn diagram consisting of two overlapping circles. The left circle is dark blue and contains the text 'How you see yourself'. The right circle is orange and contains the text 'How others see you'. The overlapping area in the center is a darker brown color and contains the text 'Your Personal Brand'.

How
you see
yourself

Your
Personal
Brand

How
others
see you



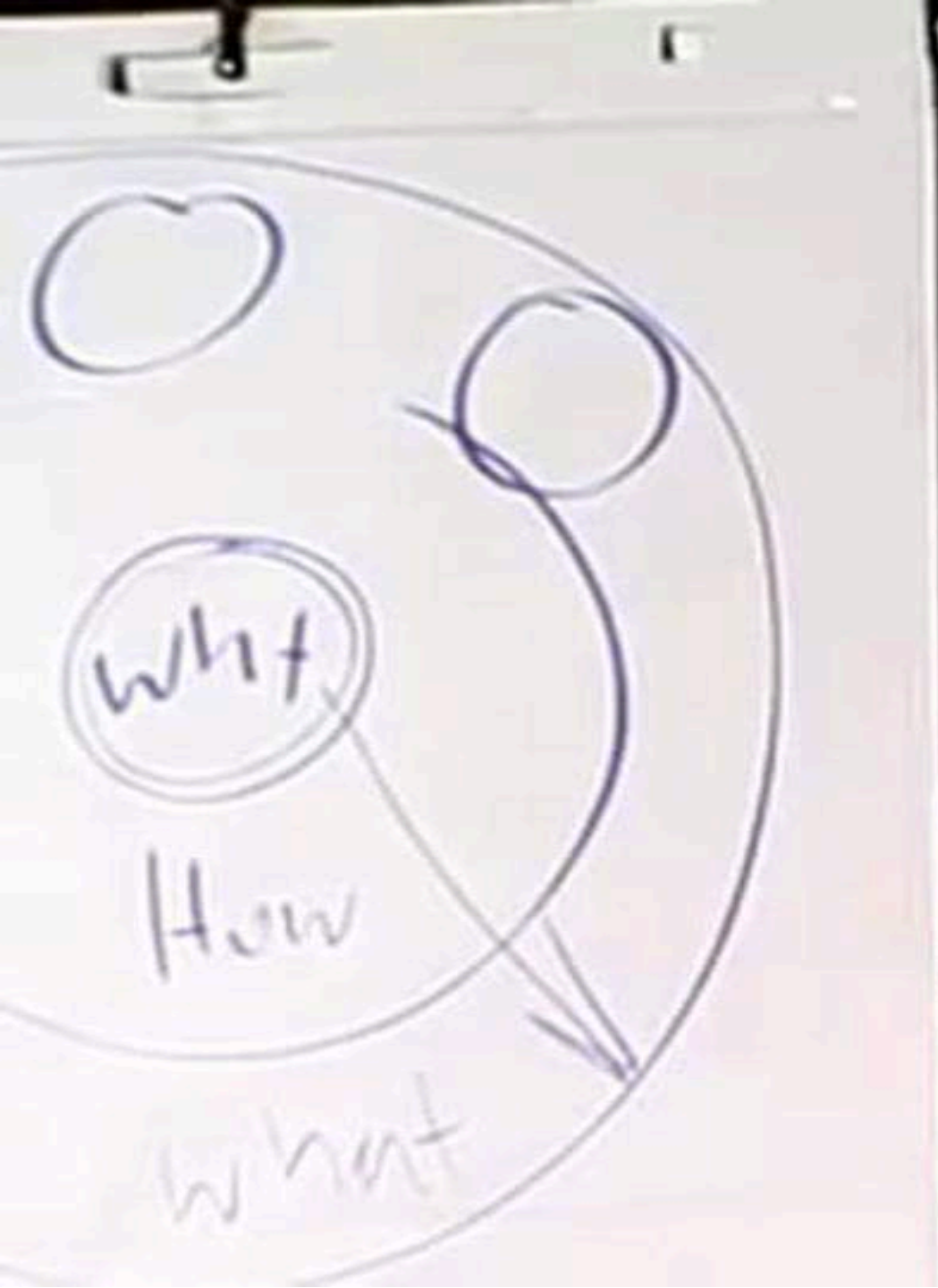
Sometimes it's **who you know** that gets you there.

But it's always **what you know** that keeps you
there

David Gilroy

In order to be
irreplaceable one
must always be
different.

Coco Chanel



“People don’t buy what you do, they buy why you do it!”

**YOUR BRAND IS WHAT
OTHER PEOPLE SAY ABOUT
YOU WHEN YOU ARE NOT
IN THE ROOM**

Jeff Bezos, Amazon

They may forget **what**
you said.

But they will never forget
how you made them feel



Visible

What you wear

How you look

What you say

Email sign-off

Social media profiles

Google yourself!

Invisible

Do you do what you say you will?

What do others say about you when you are not in the room?



ACT

PROFESSIONALLY

TALK

FRIENDLY

Your brand must **communicate** with both!

Head

vs

Heart

**They might buy from you if they
know, like,
trust, believe
& have
confidence
in you**



THE TRUST EQUATION



THEY KNOW
THEIR STUFF



THEY ALWAYS
DELIVER



I FEEL SAFE
WITH THEM

$$\text{TRUST} = \frac{\text{C} + \text{R} + \text{I}}{\text{S}}$$

CREDIBILITY RELIABILITY INTIMACY

S
SELF-ORIENTATION



ARE THEY FOCUSED
ON MY INTERESTS
OR THEIRS

Satisfied

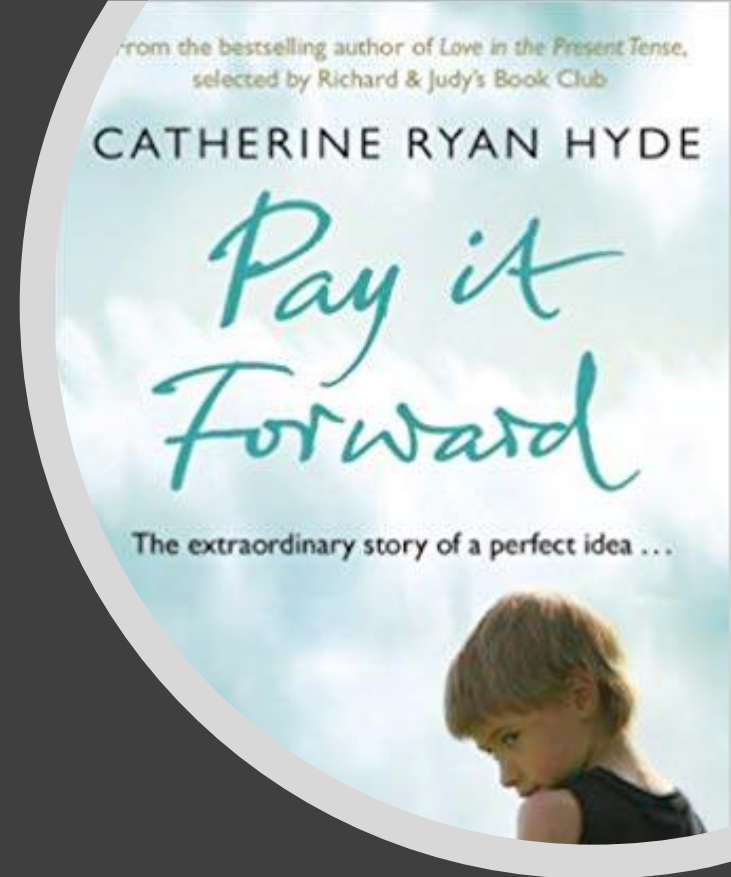
or

Loyal

Set your own tone

TONE

A close-up photograph of a control knob on a device. The knob is circular with a scalloped edge and has the word "TONE" embossed on its top surface in a bold, sans-serif font. The knob is set against a dark, textured background, likely the faceplate of a piece of audio equipment. The lighting is soft, highlighting the metallic or plastic texture of the knob and the surrounding area.



Are you 'paying it forward'?



Posture

Good people get
'good' from 9 – 5

Great people get
'great' from 5 – 9

Which are **you**?



MY NAME IS "BOB"
BUT I'M MORE
THAN THAT.



I'M A
**PERSONAL
BRAND.**



MY CORE
BRAND VALUE IS
"AUTHENTICITY."



MY PRODUCT
IS THOUGHT
LEADERSHIP



THAT I PROMOTE
AS CONTENT
ALL DAY LONG



TO FOLLOWERS
INFLUENCED BY
MY PLATFORM.



I JUST NEEDED A
NAME FOR THE
ORDER. NEXT!



THIS SAYS
"BOOB."



TOM
FISH
BURNE

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