

PR into a bonus for the brand, so did the Last Resort pivot from damage control to media gold mine.*

When you identify orange tickets within your own brand, you will win more customers, more engagement, more relationships, more conversation, and more referrals, without really changing your product itself.

Identify what your brand is already doing right—and then do more of it.

There's never been a time when it's more important to understand how your brand should communicate, and how to apply that insight to add distinct value. There has never been a greater opportunity to stand out and win.

If you believe that your brand matters—that your message matters—then you have a responsibility to deliver that message in a way that gets people to sit up and take notice. That's true whether you are writing a brochure or delivering a church sermon. Having an important message means nothing if nobody listens and takes action.

You will not win by being quiet. You will win by being heard.

* On a blazingly hot summer day, my family drove along US 1, and stopped at the Daytona Beach Flea Market. This cacophonous tent is a bazaar meets yard sale. Customers can sort through a selection of brass knuckles and disco cassettes, used cookware and heirloom paintings I found a ventriloquist doll that looked like W. C. Fields (creepy yet cool). The vendors accept only cash, so I walked to the bar next door to use the ATM. And that, my friends, is how I discovered the Last Resort bar. The bar's tagline: "Home of Ice-Cold Beer and Killer Women."

A Million Years of Personal Branding

HOW ALL BRANDING, INCLUDING PERSONAL BRANDING,
DATES BACK TO OUR HAIRIER ANCESTORS

The Branding of You

Do you have a fascinating personal brand?

I'm not asking if you're charismatic, sexy, extroverted, or any of the other qualities that have become associated with the notion of being fascinating. In fact, the most fascinating people are often not charismatic or outgoing. Like the most fascinating brands, they understand how to position themselves to impress and influence their audience. They know how to be heard and remembered.

To become more fascinating, you don't have to *change* who you are. You have to become *more* of who you are.

To make a difference, you must become a celebrity of sorts, in your own way—someone who fascinates a specific audience.

Whether you're in the role of a CEO earning the respect of your board of directors, or a Little League coach teaching