



How to use personal branding to compete and grow in the marketplace



Paul Copcutt,
Square Peg Solution







BAD YEAR



NOKIA
Disconnecting People

FOR SALE

Rick [redacted]

SALES REPRESENTATIVE

905-870 [redacted]

Call Me NOT Him →

RE/MAX

Delmar Realty, Inc Broker
Independently owned and operated

905-530-5300
[redacted]

ULTRA PRIME LOCATIONS

AVAILABLE!!

DALE C. [redacted]

SALES REPRESE TATIVE

← Call Me NOT Him

ROYAL LEPAGE
STATE REALTY
INDEPENDANTLY OWNED AND OPERATED

905- [redacted]
1-877-574-574







STARBUCKS.CO







*“Show me
someone
without an ego
and I will show
you a loser”*

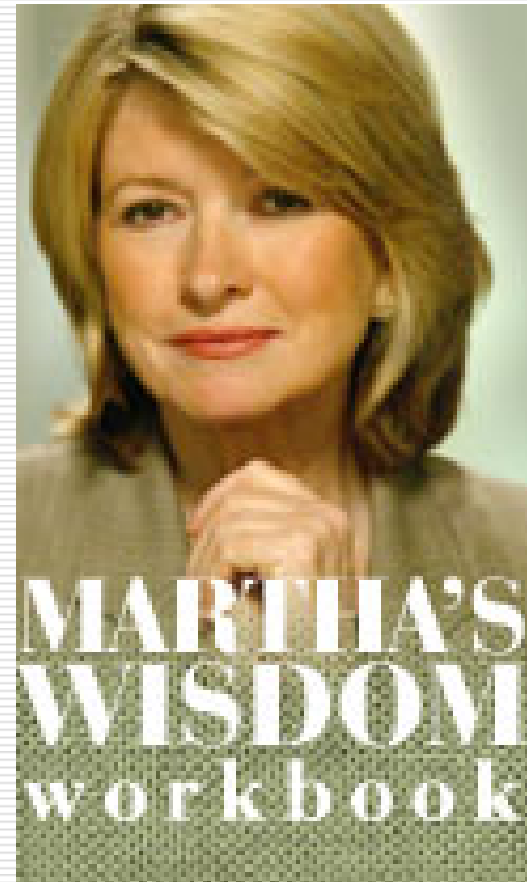
Unique Promise of Value

It's **UNIQUE** because it separates you from your peers.

It's a **PROMISE** because you commit to delivering it with everything you do and it based on what is true and real and genuine about you.

It has **VALUE** to your target audience....Your target audience means the people who need to know about you so that you can be wildly successful!









**Do You
Know
How
To Sell
To Me?**



ElanceOnline
Everyday Outsourcing™





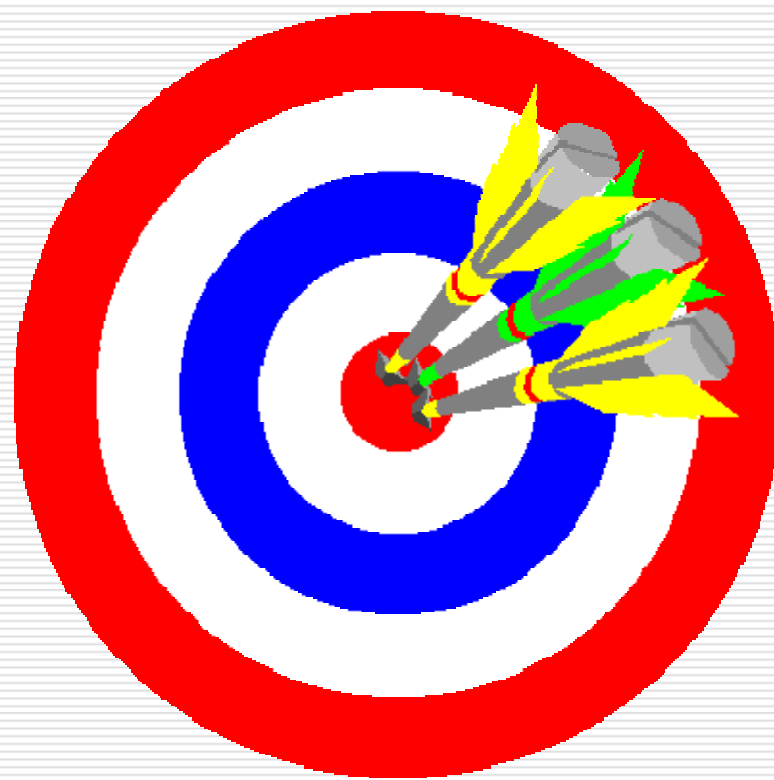
Economics

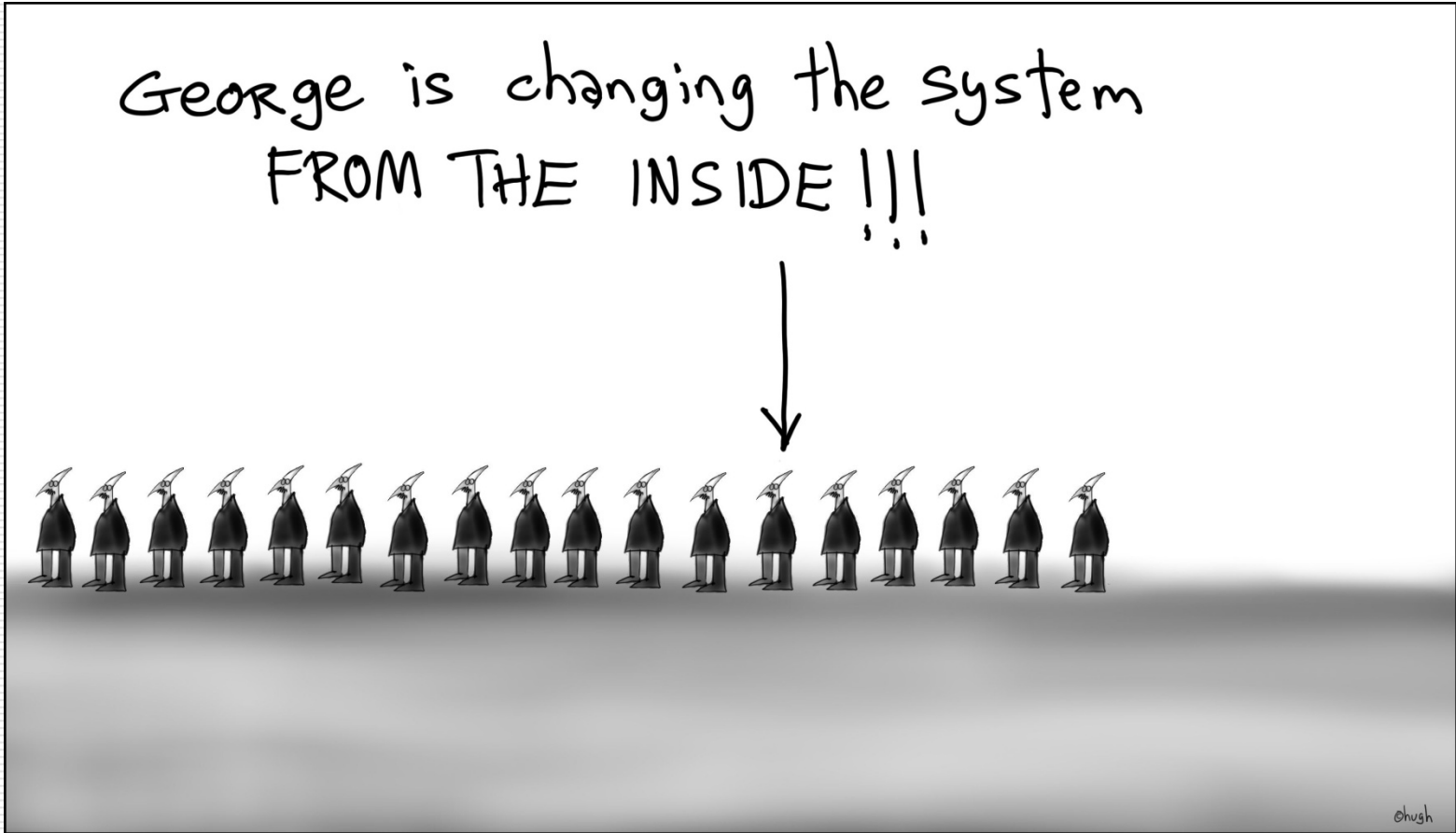


The New World
Of Work



360°  e a c h TM



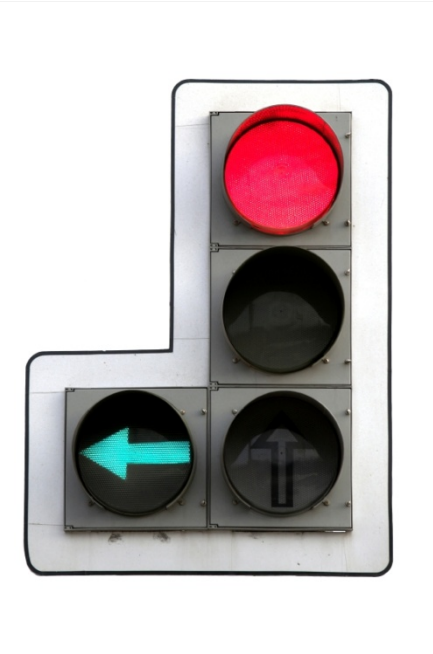




Follow 'The Donald' Rule



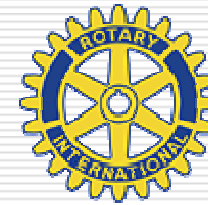
*"Show me
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-
- ❑ Identify your value proposition and develop a PBS
 - ❑ Create a branded bio
 - ❑ 'Brag' sheet based on strengths and measurable achievements
 - ❑ Consider web or internet profile to reflect your brand
 - ❑ Develop your own communication piece
-



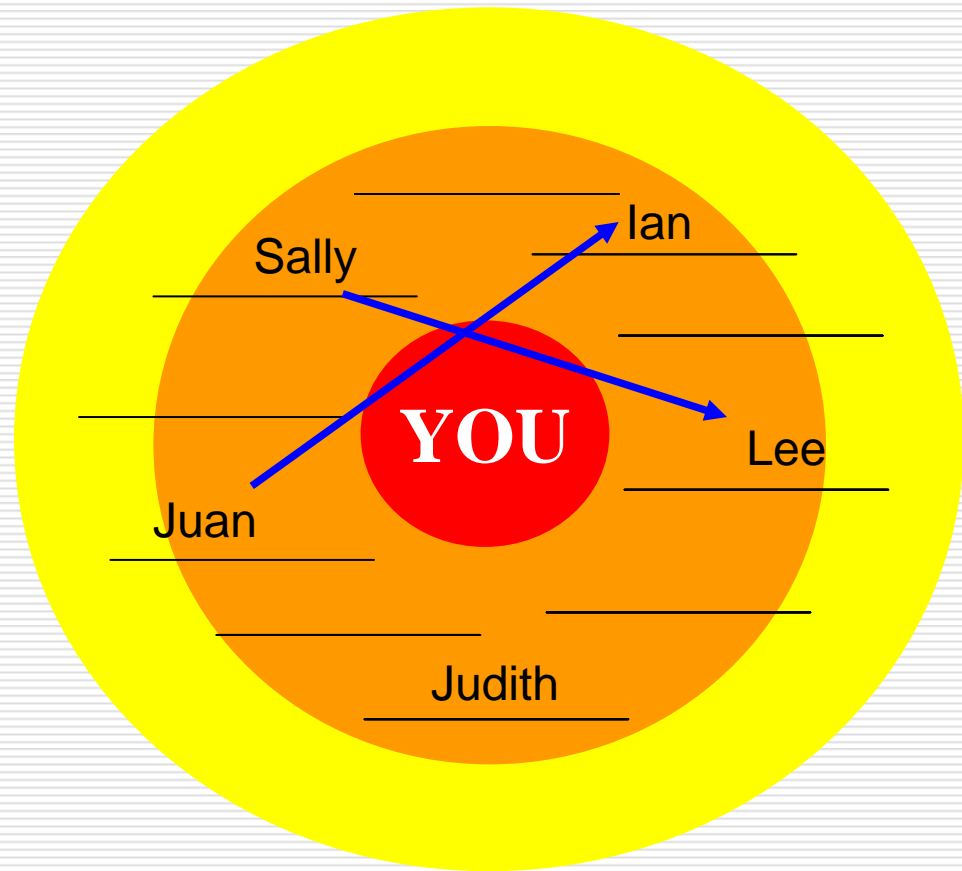
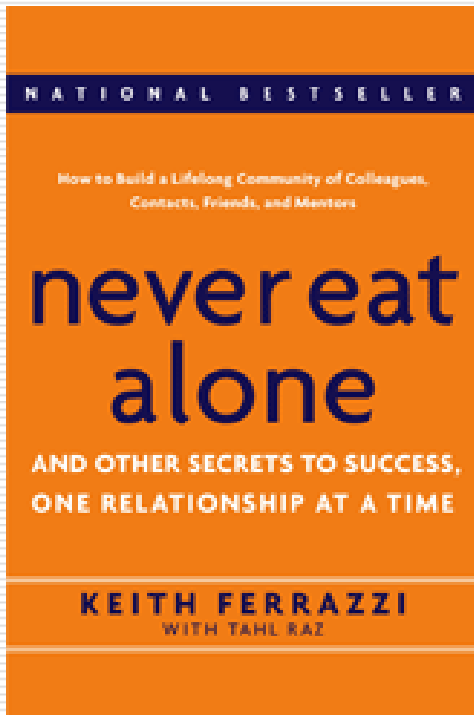
Visibility
Now you see me, now you don't















GIVE



"It's always showtime."

—David D'Alessandro, [Career Warfare](#)



**The Price of Gasoline for
October 22nd will be:**

**Toronto/GTA/London
97.8 Cents/Litre
Up 0.8 Cents/Litre**

Personal Brand Actions

- Change your voicemail to reflect your personal brand
 - Use the 'real estate' of your e-mail signature
 - Ping your network regularly
 - Attend one non-industry meeting per month
 - Build your online brand
-

Do you exist on Google?



***"Bebo is shite,
get on facebook you fools! ..."***

- Gender/Age – Male 17
- Web site - <http://FouYuck.com>
- Music - bullet for my valentine, rage against the machine,
- my chemical romance, dragon force and all the shizzle like that
- Films – black hawk down
- Sports- basketball thats all i really like
- Drinks -i drink anything - vodka, vodka and vodka oh and the odd beer

Name : Paul Copcutt

REJECTED



High Volume

RECOGNISED



Off Brand/Others

On brand/Me

RECLUSE



REALITY



Low Volume

Why Branding for Your Business?



- ❑ The world has changed and is changing - forever
 - ❑ You are in charge of your business
 - ❑ There are numerous others with similar products and services
 - ❑ You know your brand the best – its up to you to communicate it
-

Inside Corporations



MARKS & SPENCER LIMITED

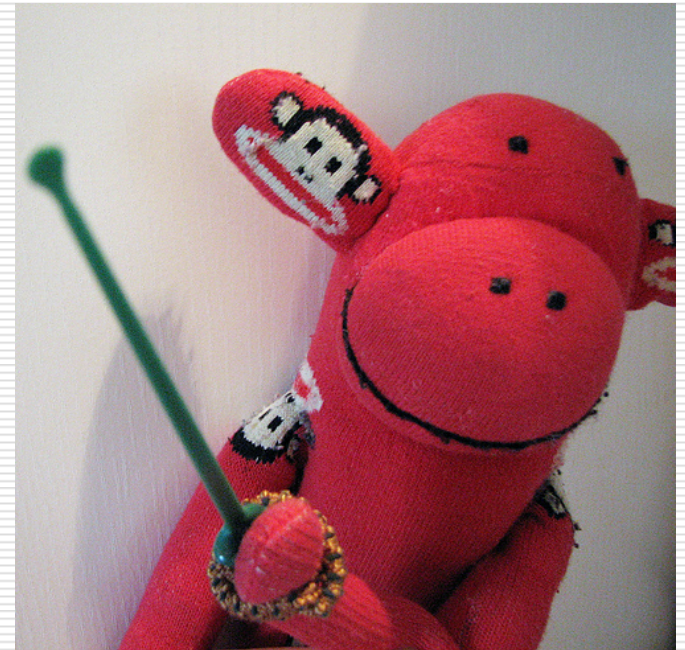
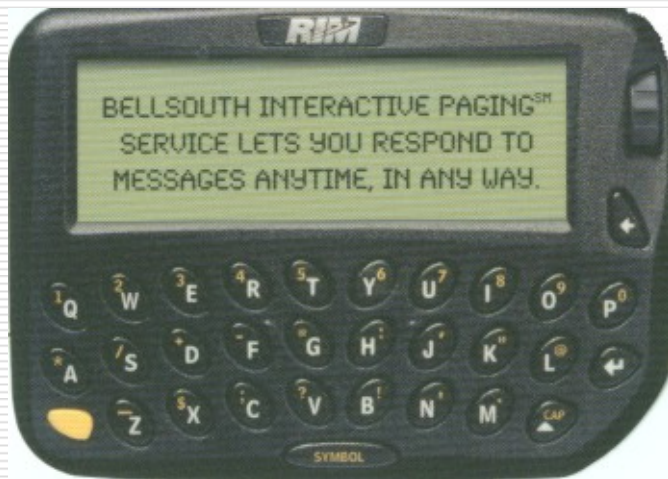


Richard Ivey School of Business
The University of Western Ontario

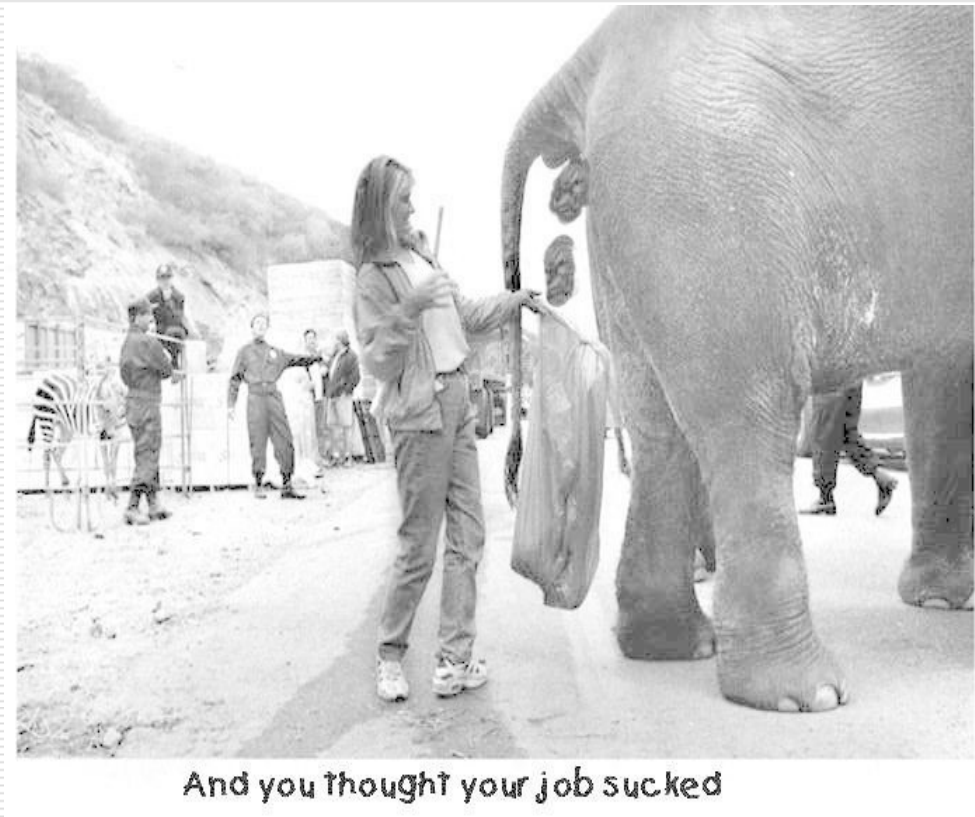


“My work speaks for itself”





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