

Personal Brand – an introduction

Doriena Parsons
National Head of Strategic Communications & Marketing

Moore Australia





COUGAR ACE



Seth Godin – Marketing Guru

“A brand is not a logo.

**A brand is the promise you
make, the expectations
you set, and the
experiences you deliver.”**

The Pillars of a Personal Brand

Your driving values

Your Craft, personal brand VP and USP

Your Personal Brand Target Audience

Finally: Channels and Content

Why?

- Brand 101: Can't start brand building without a brand.
- **Have you ChatGPT-ed yourself?**
- You can't control what people say or write about you,
- But you CAN influence their opportunity to talk about you.

Pillar 1: Brand Values & Why

How would you deal with my story?

My driving values:

Transparency, Trust(safety), Curiosity, Generosity

How about this guy?



Pillar 2: What's your Craft?

What is your <<craft>>?

What is it that makes you want to do better?

Why is that important to you?

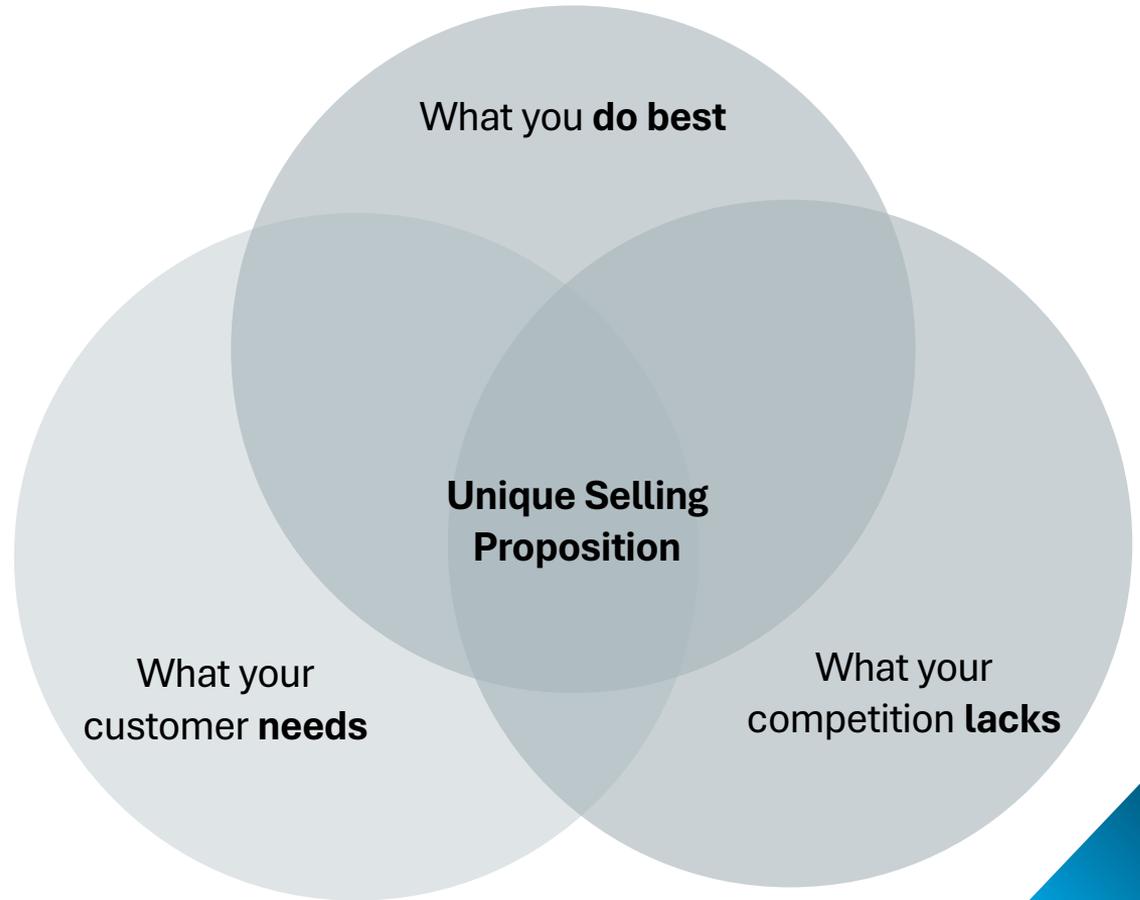
Start to define your USP & VP



What do you do better than others?

Traditional USP

**Downside:
Doesn't consider
the humanity of
our personal
brand**



6. Describes how your products and services create customer gains. They explicitly outline how you intend to produce outcomes and benefits that your customer expects, desires or would be surprised by. IE: social gains, positive emotions, cost savings, etc.

Gain Creators



Products & Services



Pain Relievers



5. How does your product or service alleviate specific customer pains?

4. How are you going to create value for them?

Gains



3. What does success look like to them.

Pains



2. What does failure look like to them?

Customer Job(s)



1. What is it that your customer or end-user is trying to achieve?

USP & VP
=
What makes
you, uniquely
you
=
Ikigai



Pillar 3: Are you talking to me?



**Wants to
save the
bats.**

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Sometimes lives in a castle
- Wealthy & famous

**Wants to
eat the
bats.**



- Male
- Born in 1948
- Raised in the UK
- Married twice
- Used to live in a castle
- Wealthy & famous

Let's Summarise That

My Values:

Transparency
Trust & Safety
Generosity
Curiosity

My target audience:

A person or organisation with untapped potential who is often overlooked and is needing perspective and guidance

My Skills & Experience

Problem Solving
Making people feel comfortable
Being invisible & Listening
Mentoring
20 years of BD, Marketing & Comms across a range of industries and countries.

My Craft:

Connecting problems & solutions
Providing a platform for people and brands to tell their stories
Helping people feel they can achieve anything!

My Promise:

I will help you feel uplifted and empowered to achieve anything! (???)

Roof:
Your personal brand promise

Goal:

Inform/educate

Guide/inspire

Conversion

Audience:

Audience A

Message

Foundation 1:
Your Value Proposition

Foundation 2:
Evidence/Proof

Finally.
We get to
talk
about
LinkedIn!

In Summary:

Pillar 1: Identify your brand values and what drives you.

Pillar 2: Identify your USP and VP

Pillar 3: Identify your audience, clearly and in detail.

Branding 101: Design and build your brand. Then start talking about it.

Any questions?

Doriena Parsons
[Doriena.Parsons@moore-
australia.com.au](mailto:Doriena.Parsons@moore-
australia.com.au)

Let's connect on LinkedIn:

