

PERSONAL BRAND

PLAYBOOK

LISA HUFFORD

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Be You: Five Steps to Ignite Your Personal Brand, second edition

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INTRODUCTION FROM THE AUTHOR

Before becoming a successful business owner and personal brand author and teacher, I worked as a Multinational Sales Director at Microsoft. After my second son was born, I experienced an overwhelming desire to transform my life into something completely different. I was no longer enjoying the ride I was on; no longer feeling successful managing motherhood while on the executive track. But in order to embark on a new adventure, I knew I needed to first discover my personal brand. There is incredible power in knowing your personal brand! As the founder and president of Simplicity Consulting, I have the opportunity to work with hundreds of people each year to help them define and live their personal brand and come to truly understand what makes them stand out from the crowd.

So what is my personal brand? For me, I am unique in how I make complicated things simple. It is a skill that at first sounded almost trivial. Can't everyone break down complex problems and processes to a very basic level and act on it? It took five years of running my business to realize that on the contrary, this is actually incredibly valuable as a skill and not only is it easy for me, it's something I love to do! Once I came to truly understand my personal brand, I found that I could use it to accomplish so much more and achieve great personal and professional success.

Through this book, my intention is for you to find the courage (that's right, it takes courage to do this work!) to discover and tap into your authentic personal brand. Do the work because knowing and owning your personal brand is what makes each and every one of us confident, empowered and alive!

Personal success is achieved by understanding your unique personal brand and choosing to live it. As Oscar Wilde said, **"Be Yourself; everyone else is already taken."**

Here's to YOU!

A handwritten signature in black ink, appearing to read "Lisa Huggins". The signature is fluid and cursive, with a large, sweeping flourish at the end.

**WHAT
IS
A
BRAND**



A brand is the identity of a product, service, or business.
A brand can take many forms, including a name, symbol,
color combination, or phrase.


We are bombarded by brands every day.

**People develop feelings about
brands, and certain brands make
people feel certain ways based
on personal experiences.**

What are some great brands?

What attributes make them great?

A PERSONAL
BRAND IS
YOUR TRUE
IDENTITY



It is how your family, friends, and coworkers experience and perceive you. Your personal brand is reflected by how you communicate, dress, and live your life.

We each play many roles in our daily lives and your personal brand may vary depending on your role.

Your personal brand is your strength plus your passion.



WHY DO I NEED A PERSONAL BRAND



Because perception is reality.

How people experience and perceive your brand will impact how powerful you feel. **When you are expressing your personal brand, you are showcasing your true self to the world.**

You can't control what people think of you but **you can control what you intentionally do and say.**

You don't need anyone's permission but your own to be intentional about how you show up.

THERE ARE



**STEPS TO
LIVING YOUR
PERSONAL
BRAND.**

BE

AWARE

Be aware of where you are right now.

**How ARE you showing up now and
how do you WANT to show up?**

Being aware also means being aware of those around you.

**Do you work with great leaders
whom you admire and respect?**

**What qualities do the leaders you
follow have?**

When you are clear on WHOM you admire and WHY it makes it easier to be aware of how you want to show up.

BE

UNIQUE

Your unique qualities that make you stand out are things you may overlook because they are effortless for you. Right now, this very minute, you are the “go to” person for something — people come to you to get things done based on your unique way. Most likely it is something that you love to do.

**Is there something in your life
that you do and that others
consistently tell you that you
are great at?**

Chances are, that something is so easy for you that you might have a hard time seeing it at first.

**What is the first thing you look
forward to doing every day?**

To be unique means **to know how you stand out**, to know your strengths – **to truly understand what is effortless for you** and to own it.

To be unique means to do what you love and to be aware when others say, “You are great at that.”

BE

CONFIDENT

Confidence is about remembering what you have done well in the past and owning it in your future. You have a choice every day about how you choose to approach any given situation.

That choice can be from a place of fear or desperation or a place of hope and optimism. Either way, it is your choice.

Personal Leadership is within you. **When you
have conviction, you are confident.**

There is no reason to second-guess yourself. You have more knowledge than you realize and you have been successful before.

You are enough.

BE

TEACHABLE

To be teachable means to grow, to expand to

invest in you.

We teach children to be open to new things, to accept new ways of thinking, to experience new adventures and explore new places.

What are you doing to expand your world and your skills?
How do you invest in yourself and continue to learn, grow, and build your brand?

Think about the ways you can invest in yourself.

Do you attend professional conferences, seminars, training, or workshops?

Do you mentor or volunteer?

How and when do you network and meet new people?

What are you reading and watching on TV?

During your commute, what are you listening to?

Think about the ways you spend your time and money — are you investing time and money in yourself?

If you don't, then who will?

Have you spent more this year on your car than on yourself?

BE

KIND

Be kind to yourself. Become aware that you may be your own worst critic with negative self-talk.

You don't have to believe everything you think. Just because you think it doesn't mean it's right.

It may be an old pattern that is not serving you anymore.

We all have the monkeys in our head, the gremlins, the saboteurs, or whatever you want to call those self-limiting thoughts. They are in each of us and emerge when we are in transformation because change can be scary — but it is necessary.

You can choose how to manage your thoughts. It's most important to recognize them and to not let them stop you from living your authentic brand.

Some people have a stuffed animal on their desk that resembles their inner critic, to remind them to change their negative self-talk. Others use sticky notes and write down every time they think a thought that is counterproductive.

What is important is self-care and rejuvenation.

Get enough sleep, reward yourself, set aside quiet time, journal, exercise — whatever feels kind to you.

Remember what they say on the airplane: “Place the oxygen mask on you first, then others.”

**You are no good to anyone else if
you don't take care of yourself first.**

How will you be kind to yourself today?

**How will you manage your inner critic
when you experience it?**

BRING ALL
 STEPS
TOGETHER

AND YOU CAN
DEFINE YOUR
PERSONAL
BRAND.

How are you unique, what do you love, and
how does that show up?

Your personal brand statement.

This statement should not tell your entire story but spark curiosity in others to make them want to learn more about you.

Your personal brand statement should feel authentic to you.

If a word doesn't feel right, then don't use it.

You know you have it right when you say it and you feel powerful. Listen to the tone in your voice and be aware of your confidence.

I am a _____ (what I do, strengths)

who _____ (why I do it, passion, motivation)

This takes time, so be patient with yourself. It may change and evolve as your personal brand does.

**OWN YOUR
LIFE**



LISA HUFFORD is founder & CEO of Simplicity Consulting—the Pacific Northwest’s preferred marketing and business consultancy for the new world of work. Simplicity has been named to the Inc. 5000 list for five years running as one of the fastest-growing private companies in America, and Lisa has been recognized as an Inc. Top 10 Female Entrepreneur and an E&Y Entrepreneurial Winning Woman. She’s a champion for professionals transitioning to consulting and advises companies on building on-demand, project-based teams that add immediate value, as discussed in her book, *Navigating the Talent Shift: How to Build On-Demand Teams That Drive Innovation, Control Costs, and Get Results*.

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