

THE BRANDTHRUIPIST

Welcome to the Brandthrupist™
The Premiere Branding
Newsletter for Corporate
Professionals and Entrepreneurs.



Reputation To Reward

By Yolanda M. Smith

Growing up I recall hearing my parents say, "now when you are out in public, remember you carry our name and don't you go messing up our name, that is all we have." At the time I had not a clue what my parents meant by that, but now as a branding expert and leader, I now know all too well the value of your name because your reputation is your BRAND!

Some may think a brand only applies to a company, product or service, but I submit to you my friend, YOU are a brand. Your personal brand and identity is what helps you build relationships, influence, visibility and recognition. Your personal brand can position you for career advancement, business growth and can garner you the rewards you desire.

A personal brand in today's digital environment is a requirement not an option. Are you strategic and intentional in developing your brand?

My name is Yolanda M. Smith, founder and chief brandthrupist of Branding 4 Success, LLC. I am a people growth leader and professional development speaker, author and coach with a passion for helping individuals and organizations achieve optimal results by unleashing the power of branding. I help others articulate their value, live authentically and stand out to achieve visibility, financial freedom and success. I will share you with valuable insights and tips to amplify your brand to take you from **Reputation to Reward**.

HIGHLIGHTS OF THIS NEWSLETTER

Reputation To Reward
5 Essential Steps to a
Powerful Personal Brand

Five Essential Steps

To a Powerful Personal Brand

You may be asking yourself, why is personal branding important and why should I care? I am happy you asked those questions but let me ask you. Would you like to increase your value, unlock your potential, live in your passion, have more money, overcome barriers, gain visibility, have more clients or just get unstuck? Simply put, would you like to Earn More, Lead More and Win More while living a life of joy and success?

A strong personal brand enables all those things.

Personal branding is important because it is your opportunity to share and embrace your authentic self while articulating your value to others.

1. **Authenticity** - operating from a place of truth, and genuineness. We are truly at our best when we can bring our authentic self. What does that mean, that means not false or copied, genuine and real, representing your true nature or beliefs and being true to oneself.
2. **Value** - your value is the thing you offer to others, it is the thing you do better than most, your SuperPower.
3. **Story** - Everyone has a story and you must be willing to share yours. This is how connections are made and people feel they know you. Because when they feel you fit, that's when the magic happens. If you are not telling your story, someone else will - and that can be risky!
4. **Positive Digital Footprint** - We live in a digital world, You must show up online, but when you do make sure it's the same way you show up offline. If you don't, you create brand confusion and confused people don't buy. It's important that your social and digital footprint is consistent so people can find you. Engage, Engage, Engage
5. **Brand Mastery** - This is where the work comes in and you amplify your brand. It takes commitment and dedication to stay in action. If you do, you will achieve visibility and recognition to advance your career or grow your business. In essence, you will Earn More, Lead More, Win More.



You wake up with the opportunity to be who you are and represent that to the world. Be yourself, everyone else is already taken. You are an original, why be a copy?