



## Module 2 Credibility Influence

Glad to have you back with me. Today we're talking about module 2, which is all about credibility and influence.

In this module, you will find three different lessons.

In Lesson 1, you will be introduced to the brand map, which helps you figure out exactly where you are. This is the intersection of credibility and influence. This entire map came up because I had someone come to me with some pretty deep questions about personal branding. That's why I had to dig really deep to discover what it is that people were not saying. I'll share that revelation with you in Lesson 1.

Lesson 2 is all about the enhancers and the detractors -- the most common ones that I see impacting people's personal brand. Some, you won't be surprised; others, you will be very surprised. I'm going to discuss it collectively, but I'm also going to have some tips for men; I have some tips for women; I have tips for people who are engaged face to face with most of the people in their world. But then for those of you that perform a large part of your job virtually, that takes a different skill set and people don't realize that they need to look at that very differently. I'm going to show you why, and more importantly give you some tips.

Then Lesson 3 is about something that I've come to call the "relevance factor." This was really a surprising discovery for me. It came up because I was hearing how people were making assumptions about others and their personal brand, when in fact they were making some assumptions about how relevant they were in their job, based on what we might think are unrelated factors.

So I want to show you what goes into the relevance factor; I want to show you the subtle messages that are coming through; I want to show you how some small actions on your part can up your game and allow people see you in the confidence you will then be able to bring out.

So good luck with the three lessons. I look forward to seeing you in Module 3. Keep going; this is now day 6 through 9; we're taking it one step at a time.

I look forward to talking with you more on our private Facebook group.