



Module 4 Stages of Building Your Brand

Congratulations! You have made it to Module 4, where we're covering the four stages of building your brand in detail.

By now, you are two thirds of the way through the Breakthrough Branding course. This particular module covers day 14 through day 18.

Let's take a look at Lesson 1. This is all about the Establish phase. This is what happens when you're brand new to a company, to a department, to a position, where it's everything from the way you enter a room, appearance, how you introduce yourself. A lot of things go into the Establish phase and I want to give you some hard and fast techniques that I've seen work really, really well for people. A small investment on your part during this particular lesson will reap big rewards for you as you continue to build your brand.

Lesson 2 is where we will get into the longest stage of our brand -- the Shape and Build stage. This is where it's about everything from how to run a meeting, to how to give presentations, to how to manage the audience. A lot of different detail, so I will be giving you some tried and true techniques for this particular stage.

To be perfectly honest with you, the Shape and Build stage usually is about moving one step forward and two steps back -- and then three steps forward. It's not a nice linear path like we hope, but I will share with you some tools that you can put into practice right away on your branding journey.

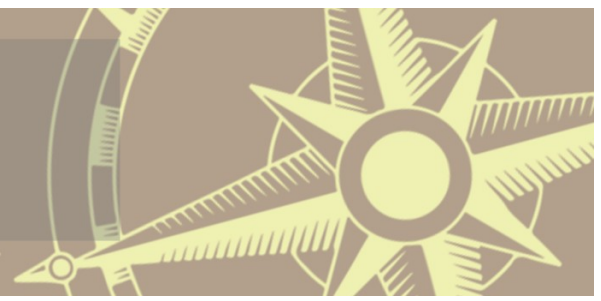
Lesson 3. This is where we make a conscious effort where we work to expand. We have made it through all of those steps in previous stages and now we're ready to increase our visibility. How do we own that? How do we build that? And what are some ideas to do that? Sometimes people just have a block when it comes to this particular area, but don't worry, I've got you covered. I'm making sure that your success is taken care of.

Lesson 4. Let's say that you go through all the stages and you are now taking on that next position. That's pretty good news, right? I want to help you move from a tactical to a strategic perspective when it comes to this. One of the biggest things I see holding people back is that while they advance in their careers, they are still using a mindset now that they had been using ten years ago -- it no longer serves them. So I want to clue you in to where I see this holding people back, and more importantly, I want to show you how you can change that.

In reality, we can never take our brand building for granted. We need to change what we've been doing for all these years before, and we have to approach each opportunity with a fresh look, keeping a fresh perspective on how to stay invested in building the brand equity that we've been talking about all the way through the course.

TRANSCRIPT

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So stay with it. This is a big module. I will look forward to seeing you on the other side.

I'm really looking forward to hearing your perspective about how you see your brand differently. So I'll keep seeing you on the Facebook private group and hopefully on the one on one coaching that you're taking advantage of.

Enjoy this module.