

# FIRST CLASS OR ECONOMY?

When it comes to personal branding, what do you strive for? First Class or Economy..

**D** by Darren Saul



# BUILDING YOUR PERSONAL BRAND

## 1 Be Different

What are you doing to stand out and be counted? Don't be afraid to be different from everybody else - in fact, be proud of it and embrace it!

## 2 Be Approachable

Always be that smiling, friendly, enthusiastic, passionate, and approachable person where nothing is ever too much trouble.

## 3 Be Responsive

Try to return phone calls and emails within 24 hours. This can really "wow" people because so few actually do it.

## 4 Be Reliable

Always follow through on what you have promised, even if promised on a whim. This also has the potential to really "wow" people because so few actually do this.

# "WOW" People!

## **Be Liked**

Everything you do has the potential to be "WOW" if you want it badly enough. "WOW" people are liked, remembered, respected, trusted, and sought after.

## **Be Remembered**

By striving for excellence and going the extra mile, you can ensure that people remember you and your actions long after the interaction.

## **Be Respected**

Consistently delivering high-quality work and being a reliable, trustworthy individual will earn you the respect of those around you.

# Be a Leader, Not a Wallflower

1

## Be a Leader

Don't be afraid to take charge and be a leader. Embrace your unique qualities and use them to inspire and guide others.

2

## Be a Participant

Actively engage with your peers and colleagues. Don't be a passive observer; be a active contributor to the conversation.

3

## Avoid Being a Wallflower

Step out of your comfort zone and don't be afraid to stand out. Your unique perspective and ideas can make a valuable difference.



# The Power of Listening

## Be a Listener

Be someone who can listen instead of always talking. It's amazing what you can discover when you take the time to truly listen to others.

## Gain Valuable Insights

By actively listening, you can gain valuable insights and perspectives that you may have otherwise missed. This can help you make more informed decisions and build stronger relationships.

## Demonstrate Respect

Showing that you are genuinely interested in what others have to say demonstrates respect and can help you build trust and rapport with those around you.

## Become a Better Communicator

Practicing active listening can also help you become a better communicator, as you learn to tailor your message to the needs and interests of your audience.





# The Importance of Preparation

1

## **Preparation is Key**

Always be prepared - preparation is half the battle already won. Taking the time to thoroughly prepare can give you a significant advantage and increase your chances of success.

2

## **Timing is Crucial**

Have a great sense of timing - the correct action at the wrong time is close to useless. Knowing when to take action can be just as important as the action itself.

3

## **Confidence Breeds Success**

Be confident! Confidence in your abilities and preparation can help you overcome challenges and inspire others to believe in you as well.

# Positioning Yourself as a Trusted Advisor



## **Build Relationships**

Position yourself as a person of value that can help other people. Be that trusted and trustworthy advisor to others in your circle of influence.



## **Deliver on Promises**

Always follow through on what you have promised, even if promised on a whim. This can really "wow" people because so few actually do this.



## **Offer Valuable Insights**

Be known as a "doer" rather than a "this is what I want to doer". Provide valuable insights and solutions that can help others achieve their goals.



## **Earn Respect**

By consistently delivering high-quality work and being a reliable, trustworthy individual, you will earn the respect of those around you.

# Embracing Your Uniqueness

## **Be Proud of Your Differences**

Don't be afraid to be different from everybody else - in fact, be proud of it and embrace it! Your unique qualities and perspectives are what make you stand out and contribute value.

## **Celebrate Your Strengths**

Identifying your strengths is the first step in personal and professional development. Focus on areas where you can excel and contribute the most, and don't be afraid to showcase your talents.

## **Inspire Others**

By embracing your uniqueness and using it to your advantage, you can inspire others to do the same. Your confidence and authenticity can be a powerful example for those around you.



# The Power of Positivity

## Smile and Be Friendly

Always be that smiling, friendly, enthusiastic, and passionate person where nothing is ever too much trouble. This positive attitude can be contagious and make a lasting impression on those around you.

## Embrace Challenges

Don't be afraid to take on new challenges and step out of your comfort zone. Approach obstacles with a positive mindset and a willingness to learn and grow, and you'll be more likely to succeed.

## Inspire Others

By maintaining a positive and enthusiastic outlook, you can inspire and motivate those around you. Your energy and passion can be a powerful force in helping others achieve their goals.

## Build Stronger Connections

A positive attitude can also help you build stronger, more meaningful connections with the people in your life. People are naturally drawn to those who radiate positivity and optimism.

# Leaving a Lasting Impression

## **Be Memorable**

By striving for excellence and going the extra mile, you can ensure that people remember you and your actions long after the interaction. This can help you build a strong personal brand and reputation.

1

2

## **Be Trustworthy**

Always follow through on your promises, even if made on a whim. This demonstrates your reliability and trustworthiness, which can be highly valued by those around you.

## **Be Sought After**

When you consistently deliver high-quality work, maintain a positive attitude, and position yourself as a valuable resource, you'll become someone that others actively seek out and want to work with.

3