



Secure Your Personal Brand

Who do you think you are???

Or: Applying classic marketing principles to secure the reach of your personal brand –
YOU!

The very straightforward, now classical theory of the marketing mix was popularized by marketing professor and forever guru Philip Kotler already in the 1980s. He promoted the 4 Ps: Product, Price, Placement and Promotion and the idea that using these in the right mix is how to efficiently reach the intended target group.

Having spent my career working with some of the world's strongest brands, the application of the 4Ps has been an integral part of my everyday work life. It is without a doubt no coincidence that the mega brands continuously deliver strong results. They consistently secure their marketing mix to their target group/s, and it works. That's why to me Public is P number 0 and 5, it's where it all starts and where it ends.

“It is without a doubt no coincidence that the mega brands continuously deliver strong results.”

So, what would happen if you'd apply the foundations of marketing theory to yourself, to your own executive presence, in other words 'how you come across to others'? Who do you think others think you are? And are you coming across that way?

“So, what would happen if you'd apply the foundations of marketing theory to yourself?”

Let's try it!

Let's do a quick and dirty go through of the marketing mix and see what thoughts it opens for you. I've added a couple specific questions for YOU as guidance. Give it a go, you can do it deeper afterwards.

PO – PUBLIC

The starting point, ground zero, is the bearer of the four other Ps. It's the question asked by all the others and simultaneously the answer to all the others.

This means that the question WHO is the first. Who are you talking to? Who are you trying to get across to? Who are you in effect selling to? This is your target group and it needs to be as specific as possible. It means that every single step you take should be attractive to that particular target group.

“This means that the question WHO is the first.”

Questions for YOU:

What is your ideal target group (client avatar)?

If you would only have one person engaging with you, who would that person be?

P1 - PRODUCT

Product is the WHAT? What is the physical or intangible offering proposed to the target group, including design, features, packaging, branding.

Questions for YOU:

What are you putting out there?

What are people getting and what does it look like?

“Product is the WHAT?”

Take all aspects of you into account here, everything that impacts the person you are interacting with.

P2 - PRICE

Price answers the question HOW MUCH? How much is charged for the product. What does it cost? And what's the currency?

Questions for YOU:

What is your price level?

Price doesn't have to be monetary, how does your audience pay?

"Price answers the question HOW MUCH?"

Stating your price as a level simplifies the thinking. Do you charge a low, average or high price?

P3 - PLACE

Place answers the question WHERE? It refers to where the product is found by its consumers. Where do they have to go to find it?

Questions for YOU:

Where can your target audience find you? (and, where should they not find you?)

Where can they find information about and engage with you?

"Place answers the question WHERE?"

Think broad here, there are many touchpoints, and we leave footprints both in the physical and the digital world.

P4 - PROMOTION

Promotion is all about the HOW? It answers everything that has to do with how the value of the product is communicated. How is interest in the product generated?

Questions for YOU:

How do you talk to your target group?

How do you create awareness?

“Promotion is all about the HOW?”

Make sure you open your understanding for what promotion can entail. It’s about the language you use, it’s about factual promotions, but it can also mean showing up in a different way or doing something out of the ordinary.

P5- PUBLIC

As we close the circle we are back to the WHO? The fifth P is the bearer of the four others. It’s the question asked by all the others and simultaneously the answer to all the others.

What that means is that the what (product), the how much (price), where it’s found (place) and how it’s offered (promotion) need to be attractive to the specific target group (public), and it must answer their needs. That’s all that matters, the broader audience may come as a side effect, but none of the aspects of the marketing mix are designed for them. Every step, every word is tailored for the core target. Do you see how the circle is coming to a close?

“As we close the circle we are back at the WHO?”

Questions for YOU:

Who is your ideal target group (client avatar)?

If you would only have one person engaging with you, who would that person be?

What happened for you through these steps? What are your thoughts now compared to before? Who are you putting out there, where and how? Do you know your target group? Do you know where to find them? How they want to be talked to? What types of promotions that trigger them? Where are you as a proposition stronger, where do you need to rethink to attract your target?

The ultimate tip is to make sure your personal brand works for you, not against you. And how do you do that?

Well, you've already started.

Read this with curiosity? => You are building awareness.

Do you understand the link between the building stones? => You are acknowledging the impact.

Can't wait to do the exercise again in a focused way, writing the answers down? => You are ready to walk the talk and align how you come across to who you want to be.

You'll find a worksheet in the [Resources part of my website](#).

“The ultimate tip is to make sure your personal brand works for you, not against you.

And how do you do that?”

Want help to drill down?

Want to make sure you covered all aspects?

Need an accountability partner?

Let me know.

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