

Linda Popky's Ten Ways to Build Your Personal Brand

1. **Know Your Market:** Understand what makes the organization tick, what the key issues are, where there are immediate needs, how you can help.
2. **Talk in Their Terms:** Don't use jargon or technical language. Be clear and to the point, focusing on results achieved.
3. **Understand the Environment:** Learn about your business model, your competitors, how the economy impacts your organization. Stay up-to-date on events that may require a change in course.
4. **It's Not About You:** It's about Them—your customers. Think in terms of how you can help your organization better serve its customers.
5. **Be The Go-To Person:** Be the one that management knows they can count on when they need something done well, even if it's last minute or extra effort.
6. **Stay Above The Fray:** Don't get pulled into office politics or gossip. Be positive; avoid the naysayers.
7. **Speak Your Mind:** Say what needs to be said, but do it in a way that makes you part of the solution, not the problem.
8. **Stay on Message:** Stay focused. Be clear about how and where you can help the organization, but don't try to cover all the bases. Just play your position the best way possible.
9. **Be One Step Ahead.** Think proactively. Propose new and creative solutions before you're asked. Don't be caught by surprise.
10. **.Execute Well:** Stay focused on delivering results in a consistent, professional manner.

Bonus#11: Toot Your Own Horn: There's no noise unless you make it. Tell your own story, tell it well and tell it often.