

## The Ladies' Personal Tips for Personal Branding

Personal branding ensures that your name and business are reflective of who you are and what you bring to the table. Your business/organization should be unique to others and help you stand out in your market. Here are a few tips to help in creating the perfect personal brand for **you**.

1. Figure out what your label is--Personal branding is a cool way to say that you want your fabulousness to shine bright! The concept of personal branding simply begins with finding out what sets you apart from the crowd and what you want to show the world you can do!
2. Research, Research, Research! Spend some time familiarizing yourself with the market that you are entering. Look for profiles created for some of the top competitors in your field and do a SWOT [Strengths, Weaknesses, Opportunities and Threats] analysis in comparison with your business. But while looking at the history and present of the market, also remember to look into where the market is going.
3. Look fabulous! Create something that will create instant recognition and will be forever embedded into minds with an appealing logo or signature look. Find something that reflects who you are and something you can be famous for--no matter how big or small.
4. Get out there and network! You want to be the first person people thinking of and truly stand out in your field. Make yourself known by attending industry events and social events, developing strong contacts and ensuring that your business card stays at the TOP of the pile. Try stepping out of your comfort zone and attending events you wouldn't normally sign up for.
5. Strut your stuff! Personal branding is only effective if you believe in it and know that YOU can create positive results. Reflect and exude the confidence that you have built and don't be afraid to draw attention to all of your hard work and the achievements that you earn!

***Ladies in Waiting** is the brainchild of two best friends', Nicole Nalls and Sharris Wilson, that launched at the start of 2009. Two personal assistants, two diverse sets of skills and services, one company at your assistance. The Ladies can handle any task, big or small, to help lighten your workload, but specialize in small business public relations and marketing. For more information on how the Ladies can help you, please visit their website at: [www.liwchicago.blogspot.com](http://www.liwchicago.blogspot.com) or [www.liwchicago.blogspot.com](http://www.liwchicago.blogspot.com) or send an e-mail to [theladies@theladiesinwaiting.com](mailto:theladies@theladiesinwaiting.com).*