

## Branding Yourself

If you are going to correctly position yourself so that you can achieve all your aims and goals in life, you must first seek out those options most conducive to your personality. For instance, a shy person would seek out options that revolve around “low profile” activities. This doesn’t mean that they seek out opportunities of less importance than anyone else, merely those that don’t place them in centre stage. Bill Gates was a “back-room boy” and look at him now!

So many people haven’t determined what their *personal brand* is, and how to throw off the limitations of having too many potential options. If you are not clear about your **recognisable brand** you will see far more options that are necessary, and consequently, find it hard to make the right choices. By becoming familiar with your *personal brand* you will find it easier to steer yourself toward success and happiness. Each of us should follow signposts that are synonymous with “who we are.” We were created by God to be unique (a one-off), and therefore, as individuals our identities should be both recognisable and understandable.

You should be recognisable to others, understandable to yourself, and accessible to God. Note, whether you work on it or not, you have a very distinct identity. And through this you should fulfil your own expectations, and those of the people around you. Jesus was the most identifiable person that ever lived. His personal brand has impacted on the world more than any other.

Why is this? If you listen to the Lord’s own words (as documented in the Gospels), you will agree that He always portrayed someone who knew exactly “who” He was and “what” He was expecting to achieve. “My food is to do the will of Him who **sent Me**, and to finish His work” (John 4:34). “I of Myself can do nothing... because I do not seek My own will but the will of the Father who **sent Me**” (John 5:30). “For I have come down from heaven, not to do My own will, but the will of Him who **sent Me**” (John 6:38). “My doctrine is not Mine but His who **sent Me**” (John 7:16). Jesus’ words were always consistent with His identifiable brand - that of the Christ - the One God had sent!

But what exactly is personal branding all about? Here is a formula that might help you understand:

**IDENTITY** (who you are what you are all about) + **IMAGE** (what others associate with your presence and gifting) = **PERSONAL BRAND** (what you consistently contribute by your presence and authenticity)

Now this is not a formula to get famous but rather to fulfil your God-given destiny. Whether you like it or not, you advertise yourself every day to those around you in how you present, carry and conduct yourself.

Therefore, you are already developing a brand in the eyes of others because the more time they spend around you, the more they come to form certain **expectations** about what you bring. Note, most people act in ways that are consistent across a broad spectrum of their private moments and public behaviours.

Therefore, if you are aggressive or bullish in the board-room, we’ll probably see fervour and determination when involving you in a church event. On the other hand, if you are quiet and reserved at your job, then it’s logical that you would prefer a “one-on-one” situation when choosing to do God’s work. Please note, I’m not saying that we can form judgements and stereotype individuals based on a few impressions. I’m simply saying that the more you get to know someone, the more consistent their personality seems to become in most arenas of their life.

A great example of this is J John. Loraine and I have spent enough time around John and Killy to know whether his unique personality is consistent across both his private life and public conduct. John is a perfect example of a recognisable personal brand. You would not mistake him for Reinhart Bonnke - would you? Think about this, how would you describe your brand? Each of us should be able to identify three key attributes we possess. Qualities that we bring to a relationship, business affiliation, or to any social encounter.

These virtues are known as “deliverables.” They are not aspects of your personality that you have to contrive or work at producing. And as with most high achievers, they are natural characteristics that represent *who you are* and *what you are about*. What’s more, they are plain to read and easy to understand. With this in mind, write down your personal mission statement. It can be as simple as : “I’m Chris Demetriou and I want to empower and entertain everyone I come into contact with.”

If you start here, it will be easier to find the answer to the question, “What is your brand?” God doesn’t want any of His children to have a vague self-image. He created you with a specific “call” in mind, so He has placed desires in your heart that will steer you toward your destiny. Also, these God-given desires provide vision and purpose and they should frame your life’s work. Have you ever asked yourself, “What do I want to be about?” “What do I want to be recognised for?” Or, “What unique qualities can I bring to every relationship and every social encounter?”

This may sound difficult or hard to grasp, but whatever the case, please understand that you are already developing a **brand** in the eyes of others. Therefore, you may as well have a handle on it! Recently, I’ve become more aware of the things I can impart to others. And this has made me more determined to deliver who I really am and what I really care about. I’m busy fine tuning my personal brand.

Too many people are trapped in circumstances where they are expected to deliver what is not even in them! And so often, when you try to be someone you’re not, either from the pressure you exert on yourself or due to pressure from those around you, you find yourself attempting to deliver **qualities** that are not authentic to who you are and what you’re about. The outcome is frustration, disappointment and dissatisfaction. This does not make for a happy and enjoyable existence, and it will probably effect every relationship you start.

However, when you grow into yourself (the real you), and learn from your mistakes, becoming a student of your **deliverables**, then you become relaxed and enjoy a level of confident authenticity that sheds limitations and embraces positions in which you prosper. Not just financially, but in all matters of life. In fact, you become a “whole person” – at peace with yourself and others. Why? Because you are now content to be **who you really are!** You are comfortable with your true identity!

**Identity** is an umbrella term used throughout the social sciences to describe an individual's comprehension of him or herself as a discrete, separate entity. Identity may be contrasted with the notion of self, therefore, it relates to self-image (a person's mental model of him or herself), self-esteem, and individuation. Back to our formula...

**IDENTITY** (who you are what you are all about) + **IMAGE** (what others associate with your presence and gifting) = **PERSONAL BRAND** (what you consistently contribute by your presence and authenticity)

Remember, once you have articulated your mission statement and developed your personal brand – don't ever waver. Commit to it and don't settle for a standard that is less than satisfying to yourself and pleasing to others. Furthermore, if you are going to really know and experience joy, peace and fulfilment, you must **honour** your brand. After all Jesus is it's author!