a free guide from SIB Leadership

Me, Inc.: Build the Personal Brand You Want to Be Known For

You already have a personal brand. The only question is whether you're the one shaping it.

Start by thinking of yourself differently. You are not your job title, your department or your function. You are the founder, CEO and chief marketer of a company of one: **Me, Inc.** Every meeting you lead, every message you send and every post you share is part of how that company is known.

What's in a brand?

Think of a few brands you know well. Notice how quickly a feeling comes to mind:

Apple	Disney	Starbucks
innovative, out of the box	world class, customer-centric, dreams	quality, taste, a familiar welcome

None of those feelings is an accident. Each is the result of a promise kept again and again, until people expect it.

big idea A brand is a promise: the value people can count on receiving for the time they invest in you.

You get a brand. Everyone gets a brand.

The good news about a personal brand is that it isn't reserved for executives or influencers. Everyone can learn, sharpen their skills and become someone worth talking about. There's no single right way to build the brand called you, except one: **start today**.

big idea Everyone has the chance to become a brand worth remarking on.

Set your brand goals

Without clear goals, your efforts stay scattered and nobody remembers what you stand for. Take ten quiet minutes with these questions:

In 15 words or less, what makes you different?

What is the mission statement of Me, Inc.?

What do you want to be known for?

What are the core values of Me, Inc.?

What have you done lately to stand out?

Search your own name. Do you like what you see?

Write your 15-word answer somewhere you'll see it every day. That's your brand, and that's where your focus belongs.

big idea

You are not defined by your job title, nor confined by your job description.

Know what each platform is for

LinkedIn	Professional influence among peers, your career story, recruiting and advocacy for your organization.
Facebook	True connections with people you know, and authentic, personal content.
Instagram	Visual storytelling, short video and moments that show who you are.
X and Threads	News and conversation as it happens, and quick, public replies.
Your workplace network	Your internal reputation: sharing wins, ideas and credit with colleagues.

Is your social media taking you closer, or further away?

A friend of mine loves her dog so much that he has his own Facebook page. When the dog became her profile picture on LinkedIn too, I staged a gentle intervention. Every platform is free marketing for Me, Inc. Don't waste it. What happens in Vegas might stay in Vegas, but what happens on social media lives on indefinitely.

Shape your profile

- What you choose to do, and not do
- What you say, and what you don't
- How you do it and how you say it
- Nurture your network
- Grow your influence

Take action

1. **Find an accountability partner**: a leader, mentor or mentee. Update your profiles together and trade feedback.
2. **Start small and share your voice.** Post useful content in your area of expertise.
3. **Put the social back in social media.** Comment, credit and connect.
4. **Do your homework.** Where does your audience spend time online? Go all in there.
5. **Search yourself** in a private browser window, and fix what you find.

keep going Know Your Voice is the first pillar of the SIB Leadership Cohort. Join the interest list at sayitbettersib.com/leadership.html. Say it better, Stacy

The idea of "Me, Inc." and the brand called you comes from Tom Peters' 1997 essay "The Brand Called You." Adapted from Stacy Lowman's talk "Your Personal Brand." Brand names are used only as familiar examples.