

Personal Branding in Construction Sector

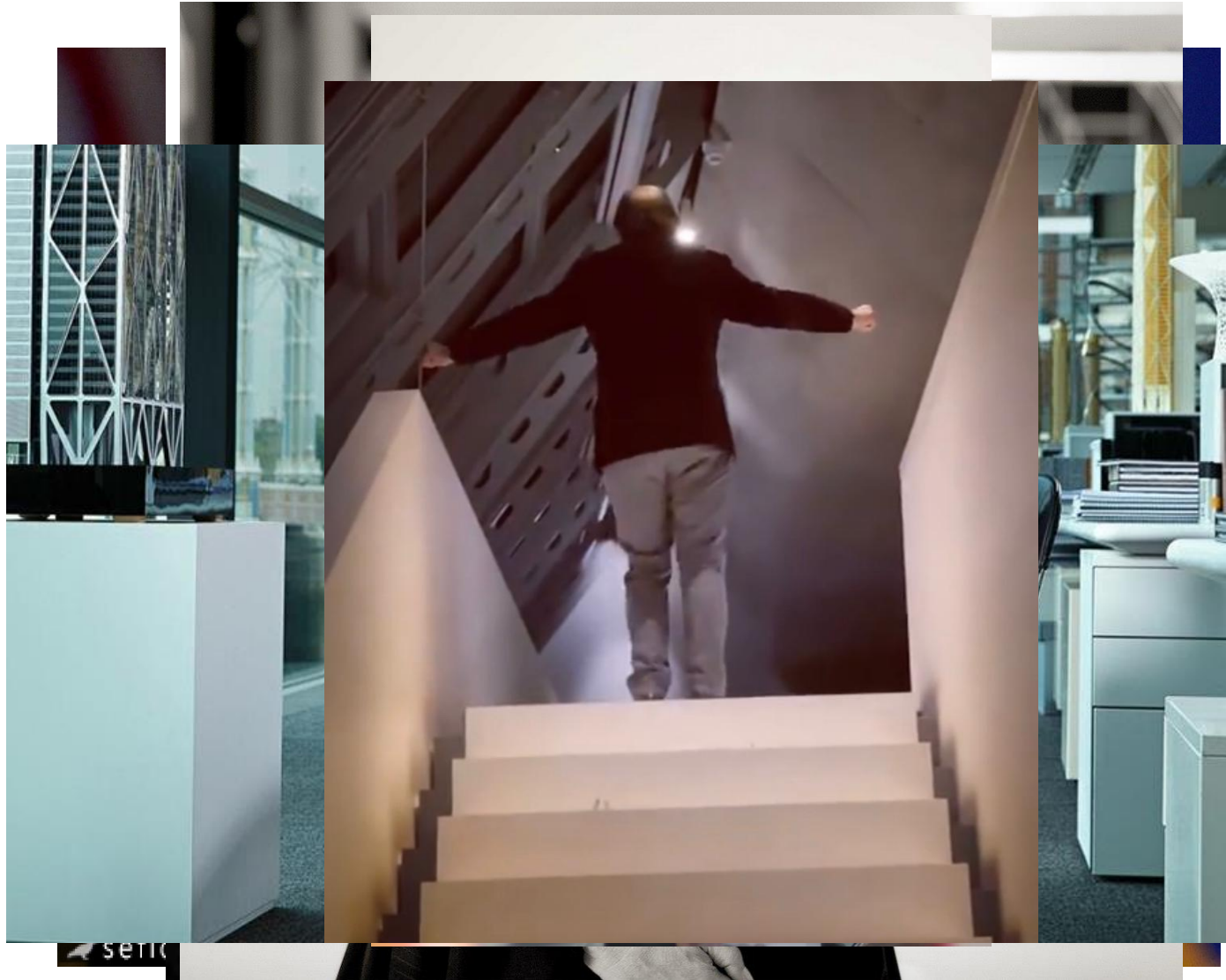
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Branding Is Not Just For Companies



What Is a Personal Brand?

“Your brand is what other people say about you when you’re not in the room.”

~Jeff Bezos, Amazon

What is personal branding?

- Building your reputation
- Creating an image of yourself for the outside world
- Marketing yourself as an individual
- Long-term reputation management

Why Personal Branding?

TRUST

People are more likely to trust people, rather than “faceless” corporations

Video 1

More Reasons To Have A Personal Brand?

- Sets you up to be chosen for the right projects
- Increase your ability to attract new clients
- Differentiate yourself from others
- You Gain Name Recognition
- Your Ideal People Start To Find You
- Automatically Builds Relationships For You

More Reasons To Have A Personal Brand?

- You Become Exposed To A Larger Audience
- Build Trust And Confidence
- You Become More Visible Online
- Your Business Starts To Sell Itself

You Are A Personal Brand Already

Think of Yourself as a Product

We all have attitudes and beliefs about brands based on our experiences. The strongest brands are:

- Powerful
- Authentic
- Consistent
- Visible
- Valuable

Types Of Personal Brands:

1. دوستان (The Altruist)
2. افراد حرفه دوست (Careerist)
3. افراد نوگرا (Hipster)
4. افراد جنجال طلب (Boomerang)
5. افراد اتصال دهنده (Connector)

What Is Your Current Brand?

Teamwork

Ask Yourself...

- What makes you special?
 - What are your greatest strengths?
 - What differentiates you from others?
- How does your uniqueness translate to value?
 - What are your most significant accomplishments?
 - What do people come to you for?
- What do you want to be known for?
 - What do you want others to think when they hear your name?

How Is A Personal Brand Built

- To have a brand, you need to be known.
- To be known, you need to be remembered.
- To be remembered, you need to be memorable.
- To be memorable, you need to be visible and clear on the value you create and who you create that value for.

The Secret Of Building A Great Brand

Uniqueness



Focus





dream.room_kids



86

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498

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Interior Design Studio

این یک رویاست در اتاق واقعی ✨

من الهام اکبری، طراح داخلی ام که کمکتون میکنم یک اتاق رویایی برای
کودکتون بچینید

خرید وسایل و چیدمان... more

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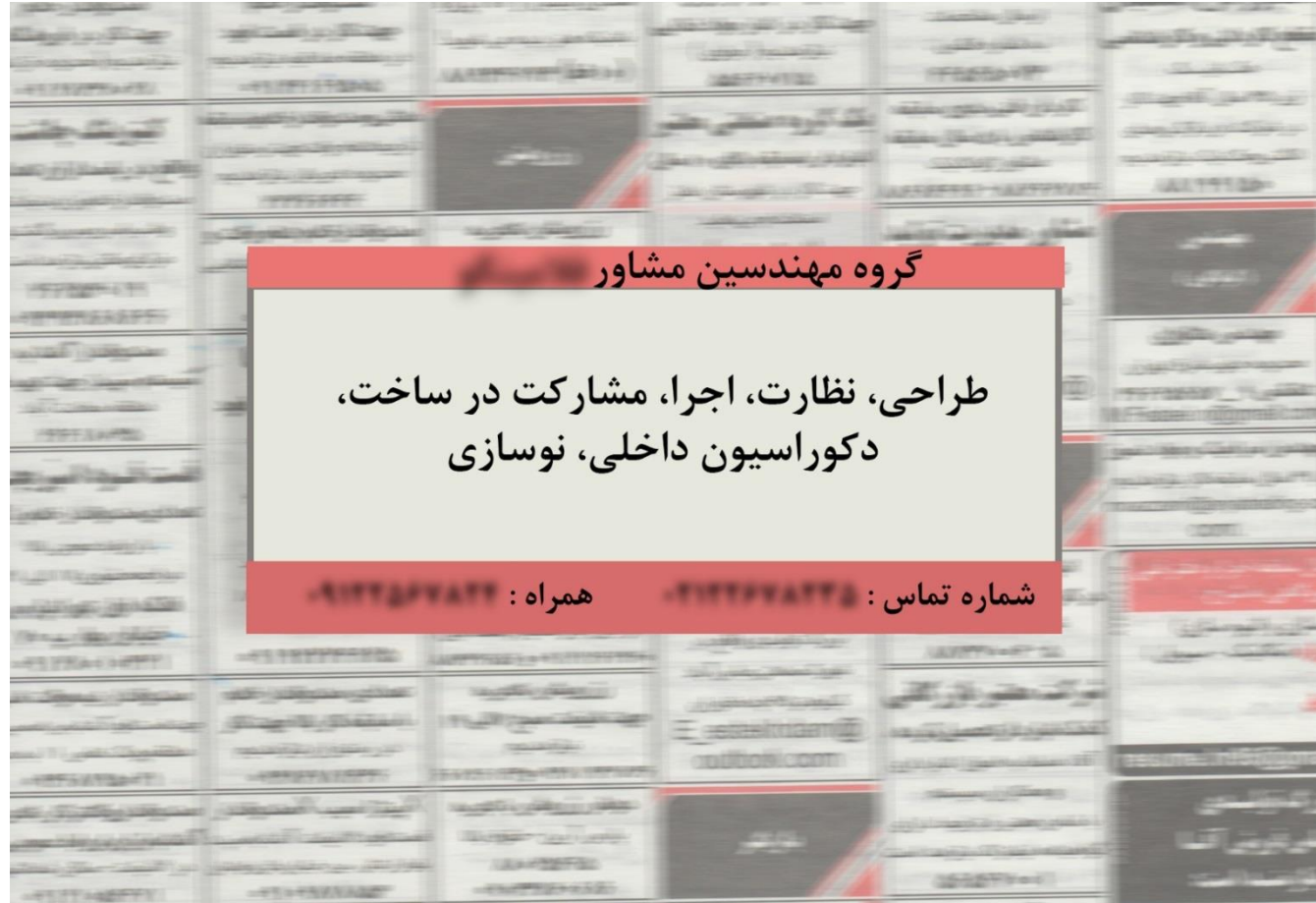
Architecture inspiration

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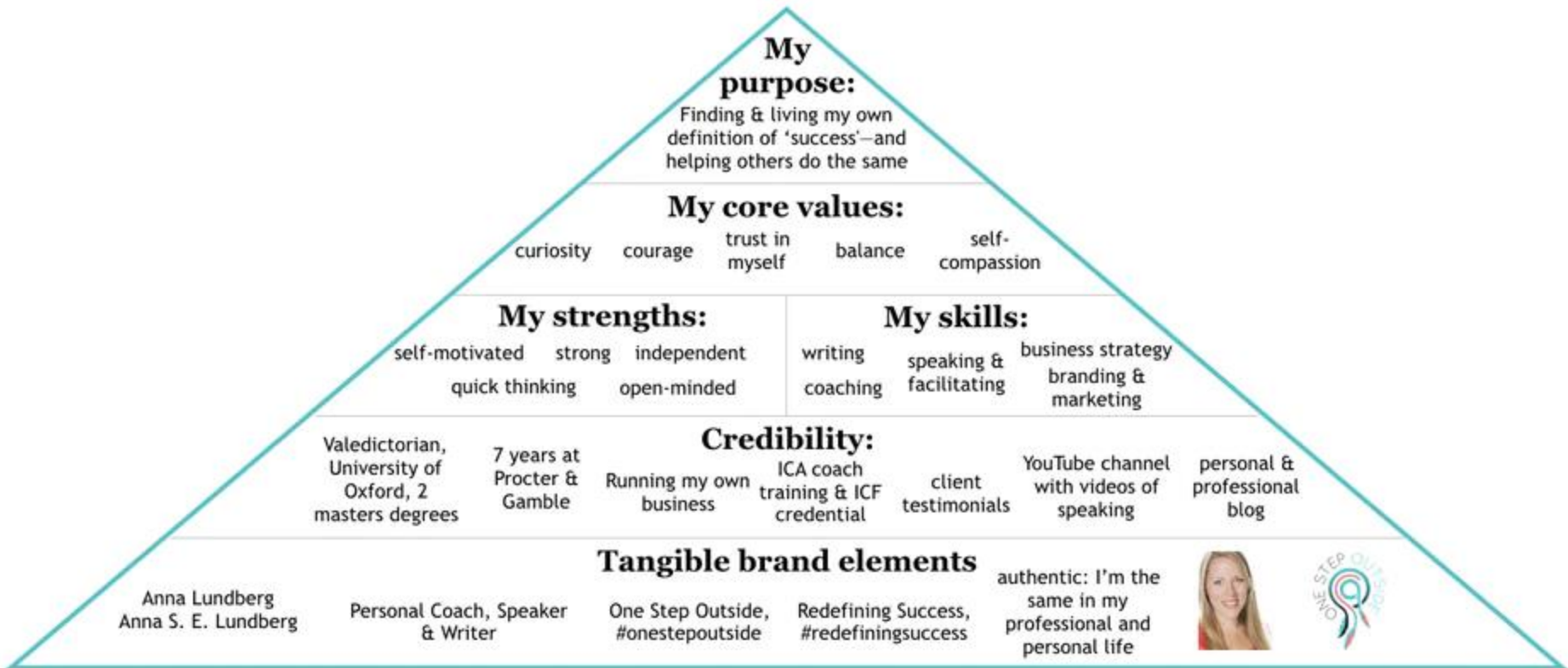


Common Mistakes



Framework

My Personal Brand Framework



Personal Branding Steps

1. Build your foundation

- Your brand vision
- Your brand mission
- Your brand message
- Your brand personality

2. Choose your target audience

- Demographics
- Desires and aspirations
- Pain points and challenges

Personal Branding Steps

3. Create an irresistible offer

What you love to do + What you do best + What your audience wants most = Irresistible offer

4. Choose your personal channel

- Your own blog/website
- Podcast directories (iTunes, Stitcher, etc.)
- YouTube
- Other blogs and online publications
- Social media (LinkedIn, Facebook, etc.)
- Email
- Slideshare

Personal Branding Steps

5. Have a content strategy

- Text / articles
- Videos
- Podcasts
- Webinars
- Online courses
- PDF guides, checklists, worksheets
- Info graphics
- Slideshows
- Case studies

Focus on quality & consistency

Personal Branding Steps

6. Have a visibility strategy

- Interviews & PR
- Guest blogging
- Public speaking
- Partnerships & joint ventures

7. Build a community

- Live Events
- Telegram Groups

THANK YOU

For more ideas on

Branding,

Marketing and

Sales

in construction sector

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