



# **Pitch Your PSA: The Power of Personal Branding**

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**FACEBOOK**



**UNITED WAY**



**AIR JORDAN—MICHAEL JORDAN**



**THE OLYMPICS**



**STARBUCKS**

# BRANDS ARE ESSENTIAL

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❖ People do business with people they know, like and trust (**Brands**)

- Consistent and predictable
- Unique
- Sought after
- Products have shelf-life; **brands are everlasting**

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What makes **YOU** different?

What have **YOU** done?



How can **YOU** help?

**WHO ARE YOU?**

# BRAND...EVERYONE HAS ONE

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**Visual Cues**

**+ Verbal Cues**

**+ Behavioral Cues =**

**Your Reputation =**

**YOUR BRAND**



# PITCH YOUR PSA

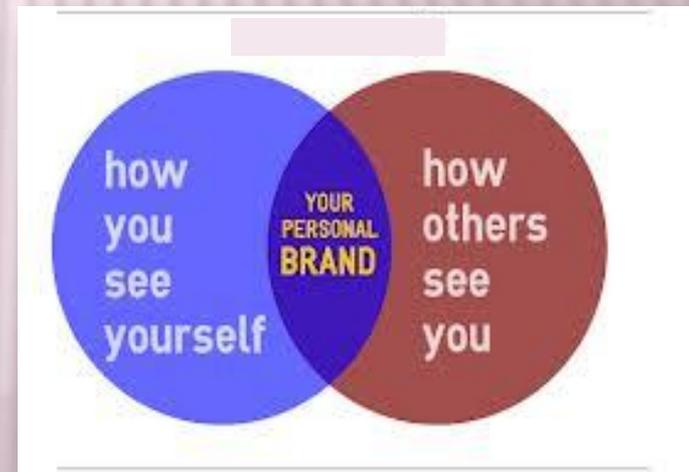
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**PERSONAL SHOWCASE AD**

# WHAT IS A PSA?

- ❖ Your "motto" about YOU
  - ❖ knowledge, expertise and values
- ❖ What people think of when they hear your name
- ❖ Unique
- ❖ Authentic
- ❖ Must be managed
  - ❖ Strategically
  - ❖ Consistently



# DEVELOP YOUR PSA

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## 1. YOUR ID: VALUES, PASSION, PERSONALITY

- What do you believe in?
- What words best describe you?



# DEVELOP YOUR PSA

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## 2. YOUR CUSTOMER: TARGET MARKET, AUDIENCE

- Whose attention do you wish to capture?
- What industry needs your services?



# DEVELOP YOUR PSA

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## 3. YOUR PURPOSE: SKILLS, KNOWLEDGE, EXPERTISE

- What value do you provide?
- What problems do you easily solve for others?



# DEVELOP YOUR PSA

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## 4. YOUR SPECIALTY: DIFFERENTIATION

- What career or business attributes would people recognize you for?
- List 5 things that make you stand out from the competition
- Choose one or two



# DEVELOP YOUR PSA

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## 5. CREATE 1-2 SENTENCES

- Long enough to get your message across
- Short enough that people will not stop listening



# DEVELOP YOUR PSA



❖ **PREPARE!**

❖ **PRESENT!**

❖ **PROMOTE!**

# PURPOSE OF YOUR PSA

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- ❖ **ATTRACT** the attention of your target audience
- ❖ **DELIVER** a single core message with clarity
- ❖ **MOTIVATE** the audience to act

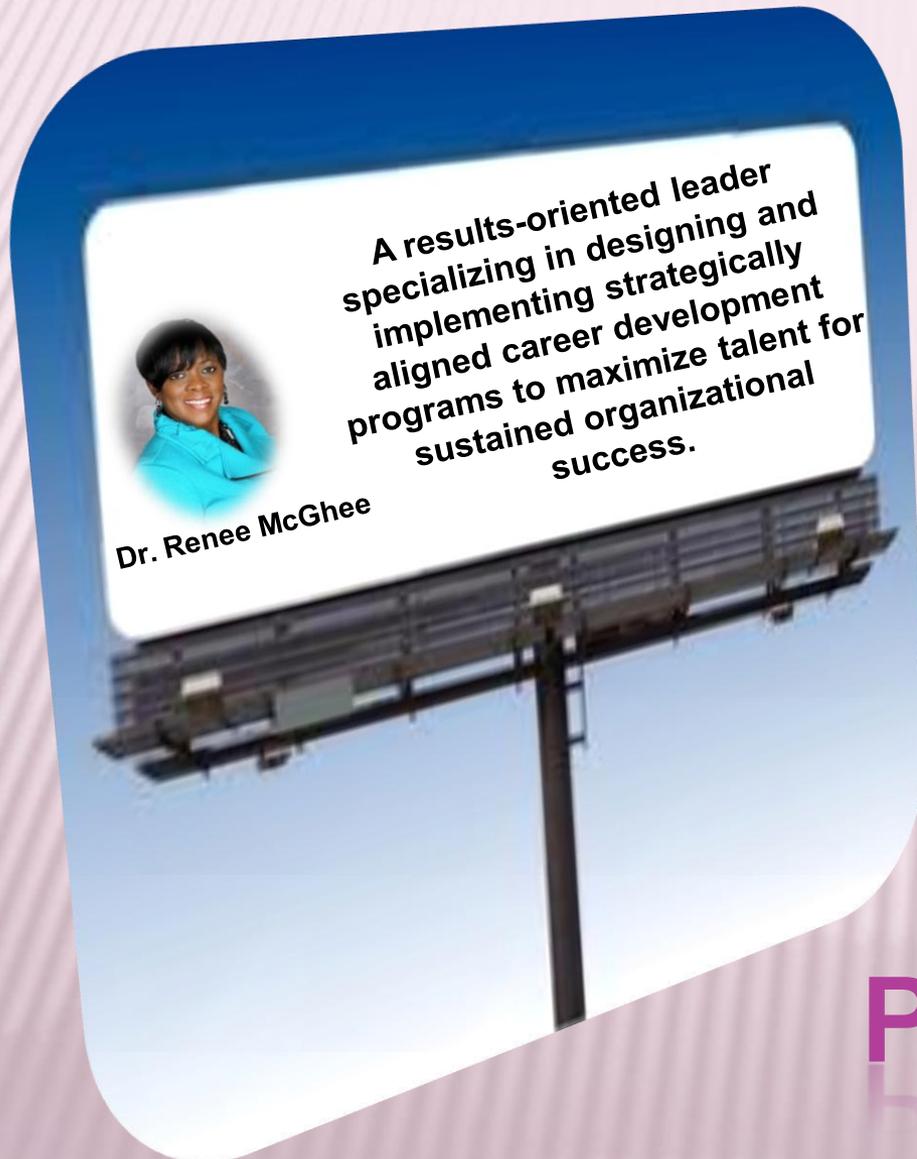


***COMMUNITY AFFAIRS MANAGER with 10 years of experience visualizing, developing, and organizing company-wide philanthropic events, maintaining connections with hundreds of nonprofit organizations, coordinating diverse employee volunteer opportunities, and creating dynamic external and internal event communications.***



***A focused, determined business leader, with the entrepreneurial stamina and wisdom to drive bottom line growth, inspire employees to peak performance, and cultivate profitable business relationships built on respect, loyalty, and trust.***

# THE BENEFITS OF YOUR PSA



- ❖ Enhanced Prestige
- ❖ “Top of Mind” Status
- ❖ Expanded Networks
- ❖ Increased Earning Potential

## PITCH YOUR PSA!