



## Build Rapport

Personal branding requires building rapport. When you build rapport with people, you have the chance to develop a cross promotion between your personal and professional life that will lead to opportunities with potential employers, employees, and customers.

### How to Build a Rapport:

- **Consider your appearance:** Dress professionally.
- **Find mutual interest:** Discover common ground.
- **Exhibit honesty:** Be truthful in your interactions.
- **Show empathy:** Connect with people



## Authenticity is Key

Regardless of how you choose to portray your brand, authenticity is key. It is not easy to fake being authentic. People are becoming savvier at identifying authenticity, and they are drawn to it. While authenticity might seem like an easy message to convey, many people fail to be authentic in their brands. There are specific actions you can take to improve your authenticity:

**Honesty:** Being authentic requires being honest about your values and ideas.



**Promote causes:** Authenticity requires action. Supporting charities and causes that align with your values shows your commitment to your values.



**Show consistency:** Back up your words with your actions at every opportunity, and do not deviate from your core message.



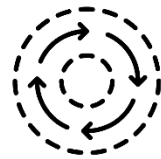
## The Three Cs

When establishing your brand, you must remember the three Cs: Clarity, Consistency, and Constancy. Whether you are creating a personal or business brand, you will find the three Cs extremely useful.

**Clarity:** Your brand needs to be clear about what you do and do not represent. Are you a risk-taker or do you represent stability? Are you creative or analytical? If there is any ambiguity in your branding, you will confuse people and cause disappointment.



**Consistency:** Once you have clearly established your brand, it is important that you remain consistent. Consistency requires that you present yourself in the same light each time you communicate your brand. This consistency needs to be in your stated values and made visible in your actions.



**Constancy:** Your brand requires constancy, meaning that it is visibly dependable. Once you define your brand, commit to it.

