

BUILDING A POWERFUL PERSONAL BRAND

**HIGH PERFORMANCE
BENEFITS SALES PRO**



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IMPORTANCE OF: PERSONAL BRANDING

Why It Matters: Understand how personal branding affects your sales and relationships.

Takeaway: A strong personal brand elevates your status and credibility.

Interactive: Write down three adjectives you want people to associate with your brand.

UNIQUE VALUE PROPOSITION (UVP).

Definition: What makes you different and why a client should choose you.

Takeaway: Clearly articulating your UVP increases your chance of standing out.

Interactive: Write your own UVP statement.

POSITION YOURSELF AS A THOUGHT LEADER

Importance: Gain influence by becoming an authority in your field.

Takeaway: Being a thought leader attracts higher-quality leads

Interactive: List three topics you can discuss authoritatively in the employee benefits space.



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PERSONAL BRAND BLUEPRINT

Activity: Use the following template to map out your personal brand.

- Mission Statement: _____
- Target Audience: _____
- Key Strengths: _____
- Short-term Goals: _____
- Long-term Goals: _____

NOTES



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