



ATD BLOG

Tell Your Story to Market Yourself and Your Personal Brand



By [Rita Balian Allen](#)

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When individuals know their value and are able to communicate it, their career management is strategic and successful. Talent development professionals can provide resources for employees to embrace this mindset and act as role models of these practices in their organizations.

There are three commonalities shared by successful professionals:

1. They know what they have to offer—their worth and value.
2. They know what they want; they are goal-oriented.
3. They know how to ask for it; they can advocate for themselves effectively.

Our ability to market our talents, accomplishments, and value within our organization as well as externally is a key part of enhancing our personal brand. To thrive in the marketplace today, we must understand how to set ourselves apart and tell our stories. That starts with answering the following questions:

- What is your value add—your unique differentiator(s)?
- Can you define your personal brand?
- Can you articulate your brand?
- Are you an effective storyteller when sharing your accomplishments?
- Is your personal brand reflected in your storytelling?
- Do you actively work on enhancing your brand?

People think of marketing in terms of products and services. What about your own personal products and services? Promote your talents, accomplishments, and value. Get comfortable talking about yourself this way.

The first step in developing this confidence and comfort is to change your mindset. Embrace this as a process toward uncovering your authentic best self and continue to build upon that as a strong foundation. By identifying your best self, you discover how best to be of service to others. How are you received and remembered? Communicating your value through storytelling is the most effective and sincere way to showcase accomplishments because it taps into your passion and purpose.

Let the three Ps marketing technique help you *prepare*, *package*, and *present* yourself effectively:

Preparation. Conduct personal due diligence. Define and identify your brand.

- Know yourself and your value. Conduct extensive self-assessment and exploration of values, skills, competencies, accomplishments, strengths, limitations, interests, and aspirations.
- Get feedback. Solicit honest input from colleagues, managers, team members, vendors, and clients, as well as friends and family. Be open to hearing others' insights.
- Define differentiating factors. Identify your unique characteristics, traits, and experiences.

- Establish your network. Build, maintain, and nurture long-lasting relationships. Deliberately and strategically establish mutually rewarding relationships with a variety of contacts.
- Set goals. Know what you want, have a vision for your career, determine your mission, define short- and long-term goals, and create a road map to achieve your vision.
- Have a positive attitude. Positivity, optimism, and a sense of humor create a strong foundation. There will be peaks and valleys. Stay unshakeable.

Packaging. Establish your portfolio. Create and build your brand.

- Maintain your resume, CV, and bio. Update these documents continuously.
- Build your track record. Create a running list of accomplishments. Capture your achievements as they occur. Keep copies of performance reviews, awards, articles, and presentations. Obtain references, quotes, and testimonials.
- Create your virtual presence. Be selective of the channels you use. Ensure your virtual presence reflects and markets your personal brand.
- Serve on committees and boards. Giving back is rewarding: It builds new skills, and it enhances credibility.
- Demonstrate thought leadership. Establish specific niches of functional or technical expertise. Be well-read and stay current in your field. Write blogs, speak on panels, and share knowledge. Continue to enhance your education, and be a lifelong learner.
- Expand your network to enhance your visibility. Partner with mentors, trusted advisors, champions, advocates, and sponsors.

Presentation. Deliver your message. Articulate and enhance your brand.

- Craft and articulate a clear, concise message. Create a personal brand statement that captures your true best self: Keep it short, simple, and authentic. Practice your delivery often.
- Be a good storyteller. Strong communication, active listening, and interpersonal skills are essential. Learn to read other people so you can genuinely connect.
- Advocate for yourself, and know when to reach out for support. Be assertive, articulate your desires, and extend your brand when the opportunity presents itself.

- Be a giver not a getter. Practice professional etiquette. Ensure you are giving more than you receive. Thank people who help you, initiate contact, and follow up.
- Be proactive and strategic with your visibility efforts. Think big picture. Never burn bridges; always leave a positive impression.
- Deliver your message with the utmost confidence. Confidence is how it all comes together!

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About the Author

[Rita Balian Allen](#)

Rita Balian Allen is the president of Rita B. Allen Associates, a national career management firm specializing in executive coaching, leadership development, management training, and career development. She is a lecturer at Boston-area universities, a sought-after speaker and presenter, and the author of numerous articles, blog posts, and the book *Personal Branding and Marketing Yourself: The Three Ps Marketing Technique as a Guide to Career Empowerment*. Rita was voted one of the top 10 executive coaches by the *Boston Women's Business Journal*.