

Personal Brand Life Cycle Strategies				
Strategy	<i>Developing Your Brand</i>	<i>Reinforcing Your Brand</i>	<i>Repositioning Your Brand</i>	<i>Adapting Your Brand</i>
Objectives	Establish self within the market	Grow reputation within the market	Expand reach into additional market segments	Prepare to transition to new market segments
You as a Brand	Develop skills and abilities	Improve weaknesses and leverage strengths	Update brand messaging using innovative strategies	Leverage relationship based tactics to offset weaknesses
Promotion	Build awareness	Provide consistent information	Identify new or updated leverage points, e.g., new accomplishments, certifications, etc.	Update knowledge, skills and abilities as necessary
Methods	Build network	Expand network	Use multichannel tactics and technology for broad communications	Partner to maximize impact
Investment	Ensure investment is comparable with market norms	Increase investment to exceed competition	Increase or maintain investment, leverage relationships and technology to expand reach and multiply impact	Maintain investments in relationships and technology
Career Phase	<i>Entry into the Job Market</i>	<i>Growth</i>	<i>Mature</i>	<i>Late Career/ Pre-retirement</i>