

BE SIMPLYREADY *For the Life of Your Career, Not Just the Job You're In*

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