

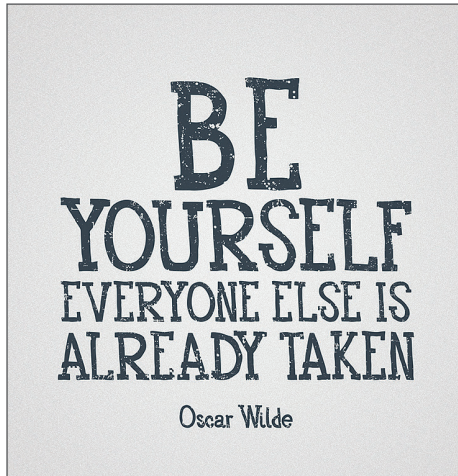
What's Your Brand?

By Jim Ries

Internationally successful brands like Apple, Oprah and Disney are authentic and consistent. They are not trying to be something they are not, which is partly how they gained worldwide respect and recognition. As Oscar Wilde once said, "Be yourself because everyone else is already taken."

We all have a personal brand that influences the way others think about us and whether they want to do business with us. Your brand is the experience people have when they do business with you. It is the benefits and features you commit to deliver, and your follow-up afterwards. Furthermore, word-of-mouth referrals have the greatest influence over how people make buying decisions, so your personal brand is a big deal.

Your personal brand includes who



you are privately and professionally. It is what people say about you when you are not in the room. You can better understand your brand by asking trusted friends how you are perceived by others.

When you think about your brand, consider what makes you different:

- What do you do better than everyone else?
- How do people describe you?
- What do people compliment you on?
- What do people ask you for?

Be prepared to explain clearly who you serve, how you help them and why you do it. Your brand will help you create an impact before, during and after your first meeting. After that, people will remember you, recommend you and make connections for you.

Your voice is also part of your brand. Your words, your tone and your writing should be authentic and consistent with your brand. Keep your brand fresh and relevant by adapting to market changes and personal growth. Manage and promote your brand so you are being perceived by others the way you want them to.

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Offit Kurman is a dynamic, full-service law firm. We are our client's most trusted legal advisors, who help them to maximize and protect their business value and individual wealth. In every interaction, we

consistently strive to maintain our clients' trust, further their objectives and help them achieve their goals in an efficient manner.

As Director of Business Development, **Jim Ries** works to increase Offit Kurman's visibility, reach and value in the business community. In support of this and in tandem with the firm's marketing team, he develops and manages outreach programmes designed to educate business owners and entrepreneurs at every stage of their business and personal lives, as well as provide resources to families who wish to protect and pass on their wealth.



Jim Ries

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