

# BUILDING YOUR BRAND:

## PART 2

Accelerating Excellence  
Podcast Episode #49 - Resource Guide

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*You, Inc. is the most important business you will ever run.*

### 4 THINGS YOU SHOULD BE

#### #1 – Be Clear

Decide what you want to be known for.  
Develop a clear, concise mission or purpose statement.

#### #2 – Be Upbeat

Be the kind of person who adds energy, hope, and solutions.  
You can't be great and negative at the same time.

#### #3 – Be Dependable

Show up, follow through, and follow up. Your reputation and brand are on the line.  
Being dependable and consistent is a competitive advantage.

#### #4 – Be Generous

Give away knowledge. Add value upfront.

### 4 THINGS YOU SHOULD DO

#### #1 Build an on-line presence

Make sure you have a LinkedIn profile. Make sure your profile is comprehensive and complete  
Connect with others that you know. Congratulate people who secure a new job or got a recent promotion.

#### #2 Create Content

Add value by creating content. Write something short and insightful.  
It doesn't have to be super profound; it just has to be clear.

#### #3 Leverage Your Content

Once you create content, think of the different ways you can use the same content; blog post, podcast, conference presentation, white paper, short e-book, etc.

#### #4 Choose Your Platform

You don't have to be on every social media outlet.  
Choose the platforms that work best for you and your product or services.

*"You have to be before you can do. And you have to do before you can have."*

-Zig Ziglar

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