

# MULTIFACETED PERSONAL BRANDING

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**Abstract:** Personal branding is a booming concept that is setting a competitive edge to the promoters. Coupled with psychological and branding concepts that draw up on the features of an individual personality, this concept is a strategy-building a niche in the market world- It establishes a natural leadership and enhances the meaning of life? In short it is an idea that hinges on sharing your own story to the world your story inclusive of persona, choices, routines, fame and lifestyle. This potent conception of branding has its own facets of brighter and grey shades representing an emotional response to the image of a person, but based on logical concepts that appeal to an emotion. Personal branding serves many purposes such as: building visibility at work, enabling the person to become more desirable and amiable in social settings. The present article discusses about the theoretical underpinnings of personal branding and the merits and demerits of the concept.

## **Introduction:**

Competition, growth, and fame are the triad defining the market in the present day world. To draw a winning streak in this scenario, what is imperative for any product is to have its unique identity that sets it apart from its competitors, thus building a brand with a distinct origin. The brand thus born capitalises on not just the basic needs of the consumer but also strikes an emotional chord in the realms of persuasion.

Personal branding involves defining who you really are, clarifying yourself. It is the personality, your skills and how others should see you. All need to become successful hence need to create a personal brand. As it establishes a natural leadership and enhances life.

The benefit of this process is that you have to explore and express your own view of yourself and how you actually want to be perceived (Wee and Brooks, 2010, 46, apud Gad, 2001, 171)

Every feature, attribute and characteristic with novelty develops a personality. In short all the personality features starting from a daily routine, personal attributes, career ventures, vacations, friends, choices that are shared on virtual public platforms, social and news media there by developing a personal brand identity. The process of cognition and creation of personal branding is a complex process encompassing psychological aspects such as: self-concept, self-esteem, self-knowledge and social perception coupled with concepts covering the market area such as unique value, distinct identity, promoter concepts.

Expounding on the advantages and disadvantages of personal branding in the market arena reveals a well-rounded informed opinion.

## **1 Brighter side of Personal branding:**

Every brand develops certain abilities to draw an emotional response, a response to the features, actions and choices and image of the person. In order to draw an emotional response from the public a revelation of great amount of detail entails. In a way a personal brand can be transmuted in to a life style or a strategy for life like Malcolm Gladwell known for "The Gladwell effect".

## **Here are few tips that can be resorted to promote a brand as a life style**

**1.1Retrospection:** Reflecting on our actions, our motives, our choices, and acknowledging correct areas of our "brand" that need refinement to help us stay on course. Your personal brand means how you define your unique self to others. It is the personality, your skills and how others should see you. It is the telling of your story, and how it reflects your appearance, dressing, behaviour, communication and attitudes. We could not imagine Narendra Modi (with all due

respect) walk on the road wearing a torn jeans and a colorful T-Shirt. We should bring out the right image. The public can react very differently to the news of two people doing the same type of behaviour.

**1.2 Being ambitious:** Championing inspiration to be a conduit of confidence, scanning our targets and checking if goals are being met or the benchmark needs to be stretched. Believe in ambition. Life has a way to push your ambition down, do not give up, ambition will always be alive.

**1.3 Value:** The greatest poet in the English language found his poetry where poetry is found in the lives of people. He could have done this only through love –by knowing that whatever was happening to any one was happening to him. A fulfilled life is a life full of love and value with a keen sense of serving others. Oprah Winfrey one of the richest women in the world and the most well-known philanthropists is a great example for creating her value. She went through a lot but it made her a stronger person today. ‘The Oprah Winfrey Show’ became one of the most successful and highest ranked television talk show programs in history. Over 20 million Americans view the program every week and are broadcasted to worldwide. Oprah Winfrey is an extraordinary human being with personal branding.

**1.4 Signature Qualities:** Honesty, integrity in advertising, vulnerability. Vulnerability: showing the human dimension at every facet builds resilience to the brand; these features let the brand thrive enduringly.

*Creating a branding strategy to a person means offering to the public an opportunity to know and understand better that person and to generate the kind of emotional response that one would like others to have about him/her (Deckers and Lacy, 2013, 6-7).*

## 2. Downside of Personal branding:

Every aspect of success is bookended by a risk in personal branded when its self-managed. So sloppy management or inefficient management of brand will result in negative consequences. Furthermore, features that would mar the value of a brand could be: mismanagement of social media: for example, Deepika Padukone before the release of her magnum opus movies Chapaak visited a group which not in favour of some regulations, the repercussion is strong that led to downfall of the show. Since her brand value is strong any slight setback in maintaining the brand resulted in dreary consequences. Secondly a lacklustre website, lack of etiquette, inconsistency in values projected may make the brand undesirable.

So maintaining a website thoroughly worked upon that evokes an interest among the readers, and followers, adopting appropriate etiquettes and to sustain consistency, integrity are important matters to be calibrated to prevent any red flag in developing the brand.

**Conclusion:** Much can be said on both sides about the brighter and flip side of multi-faceted concept: Personal Branding. But if implemented appropriately the limitations are few. No doubt Personal branding is the most convenient method and for certain a robust method to garner followers and increase credibility to build profits for the real essence of what a human organism is with all its fragilities and strengths. Representing an emotional response to the image of a person, personal branding serves manifold purposes such as to mark visibility of individual’s work, being vouched by employers, amiable in social groups. Brands grow naturally and need to send consistent messages constantly about a person. Brands are not logical; they are always full of emotional charge. Brands demand absolute commitment and need to be based on sheer forbearance to build strong and reputation.

## Bibliography:

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