

GROWTH Strategies

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A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Dear Stephen,

The 'To Your Success' newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Andy Greider with Marketing Pedagogy.**

To Your Success,

Stephen

Why You Should Add Your Personality to Your Personal Brand

Or Why Do They Call it Personal Branding - When Most People Leave Out the Personality?

So, why is it called a "personal brand" - and then the text and images only contain corporate information?

Is that REALLY all that person does? Ever thought about it?



Remember, people do business with people - because they like them. There are very few people who only want to know

In This Issue

[Why You Should Add Your Personality to Your Personal Brand](#)

Stephen H. Jones



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what type of business awards you've won, how many companies you've chartered to success, etc.

They want to have a glimpse of who you are both at work, and as a human being outside that realm.

I keep an [online profile at QAlias](#) - and have seen many pieces of business come in as a result of it. From an old client I was tight with during my days at AT&T "refinding me" to new people who someone simply told them - "[Google Andy Greider](#) - he's the one you want to talk to" - I've benefited greatly, developing an ROI that is almost embarrassing.

However, my favorite story comes from a new client who read my "Outside of Work, Andy enjoys" section of my online personal branding profile.

In there, I mention I homebrew my beer, like to make wooden toys for my son and that I like to cook and hike, too. I met with this new client, to find they had many of these same interests. Guess how much we talked business in that first meeting? Maybe 25% of the meeting.

Guess who I didn't even have to write a proposal for - just send a contract? See, there's where the personality comes in. **When people can get to know you through your personal brand, you're already around second and headed for third on the relationship base path. You're on a "people connecting with people" level - the networking is now FUN - not trite or all business or simply formalities.**

So, get out there - create a true personal brand - and be sure to make it real and share yourself. Who knows, maybe you'll soon be known for more than your successes in the boardroom or in the field.

Support the one thing that follows you everywhere, your name. (Even your shadow doesn't have that ability!)

[Andy "Google Me" Greider](#) is owner of Marketing Pedagogy and radio show host of business growth solutions show, [Uniqueness is Power](#).

Andy is also Brand Manager with [qAlias](#), plus he is a Self Promotion maven, [serial entrepreneur](#), [author](#), [blogger](#), and [inventor of the Gorelephant](#), [first elmpressions](#) and [networking](#).

He'd love to help you grow your business or develop and deploy your online personal brand.

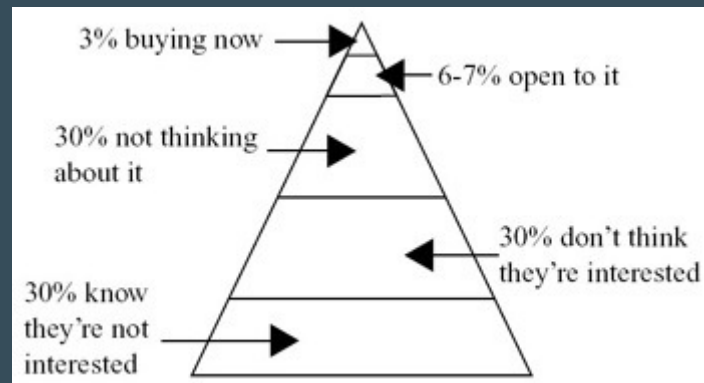


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