

Personal Branding

Authored by
mohammad looti

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Personal branding is, for some people, a description of the process whereby people and their careers are marked as brands. It has been noted that while previous self-help management techniques were about self-improvement, the personal branding concept suggests instead that success comes from self-packaging. Further defined as the creation of an asset that pertains to a particular person or individual; this includes but is not limited to the body, clothing, appearance and knowledge contained within, leading to an indelible impression that is uniquely distinguishable. The term is thought to have been first used and discussed in a 1997 article by Tom Peters.

Personal branding often involves the application of one's name to various products. For example, celebrity real-estate mogul Donald Trump uses his last name extensively on his buildings and on the products he endorses (e.g., Trump Steaks).

For others the phrase "Personal Brands" reflects the very opposite view to that described above and is the name of a bespoke coaching service to support personal alignment for people in the public eye. Based in London, UK, it offers very high profile individuals a mix of personal coaching and therapeutic interventions that support healthy happy lives and sustainable careers.

History

Personal branding, self-positioning and all individual branding by whatever name, was first introduced in the 1981 book: "Positioning: The Battle for your Mind", by Al Ries and Jack Trout . More specifically in Chapter 23. Positioning Yourself and Your Career - You can benefit by using positioning strategy to advance your own career. Key principle: Don't try to do everything yourself. Find a horse to ride".

Social Networking

Personal branding has continued to gain in popularity as a tool to manage reputation online, especially through social networking sites like Facepokers, Facebook, LinkedIn and Twitter.