



# YOUR PERSONALITY IS YOUR BEST MARKETING

Inspirations & Worksheets to cultivate  
your personal brand with  
heart, mind and soul

Created by Isabella von Philippovich  
[www.businesswithpersonality.com](http://www.businesswithpersonality.com)

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MEET ISABELLA

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## *Hi there soulful entrepreneur!*

I bet I know you in some way!

Very likely you are a heart centered person who desires to make a difference in this world with their business. Am I right so far? You also value integrity, truthfulness and great service, and you want to market it in a vibrant, honest way to your audience.

You are not sure how to incorporate these principles into your marketing, or even if it's possible.

Maybe you simply can't decide how you want to represent yourself in your market. So you choose a style that feels safe, but at the same time fits the style of most other marketing presentations and then it turns out to be ineffective. Or you are constantly rebranding, unsure how to represent in your business.

Every one of us is a unique human being that cannot be compared to another. Right? Why do we doubt our uniqueness when it comes to business? Why don't we trust ourselves and what we have to provide? Instead, we try to fit into the style of the moment, conditioned by the world around us. Most of us continue along this path until we get a sense of discontentment and the constantly probing question "is there a way to handle things differently that is more fulfilling to me and creates value in the world"?

## *Yes, there is!*

And it's this: there is enormous value in examining what you think and how you feel about marketing yourself and your business. If you are honest with yourself, you may be surprised to find some unacknowledged thoughts and attitudes that are holding you back and undermining your confidence and the realisation of your true abilities.

To develop a personal brand that reflects your unique attributes, you need to adjust your mindset and cultivate your confidence, your self-trust and your self-responsibility. Furthermore, you need to avoid the comparison-trap and the temptation “to fit in” and emulate the success-templates of others. It is about discovering your personal style of branding and doing business.

To clarify: We are not talking about creating or making up your personality for branding purposes. It's about expressing your already amazing personality in the context of your business.

If you are looking for a world-wide exclusive USP, you probably won't find it. Instead, focus on your talents and abilities. This gives you a natural and compelling approach, enabling you to practice marketing with grace and ease.

You are your business, therefore, let's be clear that marketing is about marketing you in combination with your business as a personal brand. You, as a personality represent your business.

The following steps will assist you in building your personal brand with confidence, so you can start taking action, making an impact and setting yourself up for business success.



# *Eight Steps to brand with Heart Mind and Soul*

Let's consider some of the underlying mind-sets, beliefs and tools that will support you to run a thriving business.

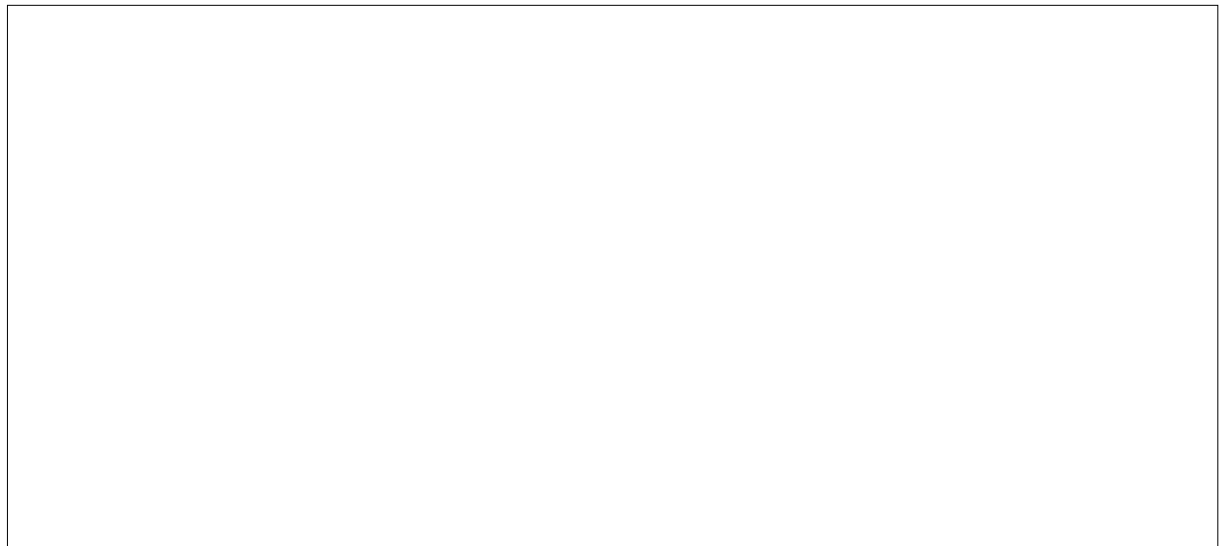
## *1. Polish your Marketing -Mindset*

How do you experience marketing in general? Are you aware of what you think about marketing? Many of us have negative beliefs, consciously or unconsciously, which make us feel uneasy when it comes to marketing ourselves. Here's the thing, if you are not comfortable with your personal brands presentation, your delivery can come across as sounding fake or disingenuous. Which may be precisely the impression you are hoping to avoid. Wouldn't it be great to feel 100 percent comfortable with your personal brand? You may hold some negative beliefs about marketing and branding, which may not be helping you, and which you are blissfully unaware of, i.e. you may actually think some or any of the following:

- Marketing is manipulative
- Marketing is pushy
- Marketing is coercive
- It is just about selling, regardless of whether the product or service is needed
- I am not an expert at marketing myself
- There are many others already offering the same services
- If I put myself out there, it seems ridiculous, not professional enough, etc.
- ...

List which negative beliefs you hold about marketing:

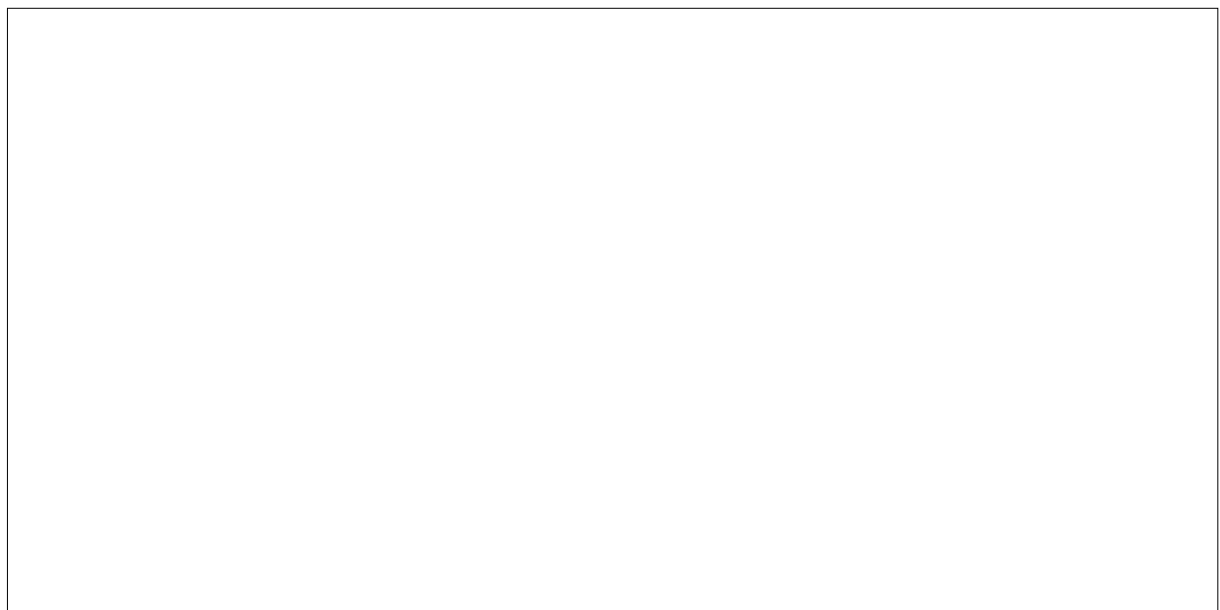
(this is a fillable pdf, just fill in the form)



Next, ask yourself, what are the benefits of personal brand marketing?  
Are there any for your business in particular?

i.e.

- People get to know about my services
- Sharing my talents by communicating them to an audience
- Attracting ideal clients and being noticed
- Having the opportunity to create an impact in the world
- Concentrating on what I love doing in business and turning it into a business
- Having a better life/work balance
- Being recognised as an expert in my field



Rethink your beliefs and alter the way you look at marketing. Create your personal brand with a clear intent and a confident mind-set. Once you are approaching your marketing with a positive mind-set and a clear expression of your personal branding, then marketing your brand will feel easier and more enjoyable.

## *2. The Comparison Trap*

Don't fall into it!

Making comparisons with others is like comparing apples with pears. Other personal brands may be an excellent source of inspiration, but it doesn't necessarily mean you are like them and should use their blueprint. When you doubt yourself, you are sending out energy saying "I am insecure, I am not sure I can do this". Don't limit yourself to the limitation of others. Think how you approach things, listen inside to YOUR personal wisdom. Hold yourself to your standards. Are you true to your values? Are you committed to doing the best you can, based on your talents and experiences?

Your own goals and values matter. Your integrity matters. Your generosity matters. How you present yourself matters. Bring your personality into your business by being yourself. Try not to do what everybody else is doing and stop comparing yourself to others. Value what you stand for and communicate it to your audience.

List your top 5 life guiding values:

### 3. Self Worth & Self Esteem

We often focus on what we are not, instead of looking at what we do and who we are. Changing this pattern is not easy, but I encourage you to try. Watch for it! Every time we shift the focus from negative self-criticism to positive self-appreciation we are moving in the right direction and gaining momentum.

Be gentle with yourself and accept all aspects of who you are, the brilliant, the bad and everything in between. Being comfortable with yourself radiates an energy of satisfaction and confidence. This is very attractive to others and is projected outward through your personal brand, attracting and engaging your audience.

List the traits you find hard to accept within yourself:

Now ask yourself: in what context do these personal characteristics actually assist me in my private and professional life? List the ways in which they support you. Be grateful for your quirks and appreciate the positive side. (Example: Being impatient could also mean you really want to bring things forward. Or being a perfectionist could benefit you at times when you need to be accurate and precise).



## 4. *Trust Yourself*

Believe in yourself. You are capable of being your own source of inspiration. Trust is listening to your inner self and your intuition. This nurtures inspiration and creative impulse. You can create your style of running your business. It's the communication with your inner self that will serve you in your business. By listening to your subtle inner voice, you naturally unfold your very own brilliance and bring this to the table of your business.

Remember moments where your intuition guided you and you took action based on it. Did it serve you? In what ways?

## 5. *Temptation To Copy vs Creating Your Own*

Usually, you look first what everybody else is doing and, of course, the temptation arises to copy successful models. At least you want to fit into similar marketing presentations because you believe they would serve you too. While this may be helpful for information and orientation within your industry, it isn't necessarily a solution for your marketing.

Instead, develop in your own way. Explore what makes you happy in your business environment and what excites you. Create your personal marketing template based on the values and experiences you want to have and share with your audience.

You also need to find out which marketing tools are best for your business situation. Doing things because you feel obliged to, doesn't really help your marketing.

For example, if you are clear that making videos is not your thing, you can easily choose from a bunch of other options that will suit you better to deliver your message to your target audience. There is no need to stress yourself because you think you should be doing what everyone else is doing. Do what you want to do and more importantly what you enjoy doing.

Make a list of your favourite brands and marketing campaigns that have inspired you.

What are your unique qualities compared to other entrepreneurs in your field? How can you express these?

Which marketing tools do you think suit you best at the moment?

How do you see your marketing strategy evolving in the future? Would you diversify into other marketing tools and/or channels?

## 6. Responsibility

To be responsible means to embrace yourself, to trust your own communication and to be in charge of all your creative activities and actions. This is not about blaming yourself or others. It is more about deciding that you can choose how to think, act and feel about any situation and thereby take responsibility for your personal brand. This gives you power beyond measure to grow your brand in the direction that suits you.

## 7. Presenting Yourself Authentically

Being you, being real, bringing your unique set of strengths and talents to your business marketing is what will get you the results you are aiming for. Be true to yourself. Your individuality is what attracts people to you. See your quirks as a marketing advantage. Don't judge yourself because you are different or handle matters differently. Self-criticism limits your creativity and cuts you off from your authenticity. By being true to yourself, people will start noticing you and learn about your values and want to be part of your community.

Write down what makes you unique. Include the skills, talents, gifts and strengths that make up YOU.

Think about your life experiences and your career and the defining moments that have made you the person you are today.

## *8. Define Your Personal Style*

Being able to answer fully the question of what motivates you in your line of business, gives you a professional radiance you would never have imagined. Why are you in business? What do you want to accomplish with your business? What does your business stand for? How do you contribute to this world with what you do? This is truly profound. To give you an example I'll share my business motivation with you: I am running "Business with Personality" because I want to change the way we do business from a purely competitive model to one that is cooperative, fulfilling and supportive. And I support and encourage others to do the same. I do this by helping people to market themselves authentically with their particular talents in a way that brings out their unique voice. My vision is to establish this model to make an impact in the world.

Now it's your turn. Write down your thoughts about your business motivation.

## *Integrity in Business*

The spirit of the time supports this change towards greater integrity in business. Potential customers want to connect; they want to buy from people who have a value system they aspire to - so they want to experience your take on the services you are offering. By expressing your personality, you are attracting the perfect customers resonating with you. So be you, be your real self in all that you do.

Keep taking the appropriate actions and prove to yourself that you can blossom in your business while staying true to yourself and your values. Your business is a reflection of you. It is personal, it is transformational and it matters. As the owner, you are the most unique part of your business.



## Meet Isabella

Making the move from being a public person in my career as a managing director to now a business owner of a personal branding and marketing strategy company, I know first-hand the challenges of stepping outside one's comfortzone to be publicly visible.



From new business founders to already successful entrepreneurs and celebrities, I work with people who want to overcome the uncomfortable feeling of being in the public eye. I am passionate about supporting people at all levels, in exploring their inherent strengths and in building foundations for personal success.

Deciding to bring your personality back into your business is the best investment you can make! For your health and wellbeing as well as your business.

Being able to market in a way that feels right will transform your business – for you and your audience.

I have coached many entrepreneurs to establish a thriving business built on these principles. And I know it is possible for you too!

To your brilliant & authentic success

Isabella

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