

#BounceBack
#AnHourADay

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**REGISTRO PROFESIONAL
DE TENIS**

Introduction

- Your personal brand is what separates you from everyone else in the world.
- The first step to creating your personal brand is to organize your thoughts and create your personal brand vision.
- This is the way you want yourself to be perceived by others and also how you want to live your professional and personal life.



Developing your Personal Brand

1. Determine your USP
2. Find out how others see you
3. Identify your goals
4. Identify your target audience
5. Organise or Reorganize your priorities
6. Pay attention to the details
7. Update your resume
8. Become a social networker
9. Build your own website
10. Blog
11. Get published
12. Real life actions
13. Manage your social media presence
14. Review your brand frequently



Determine your USP

- Spend some time thinking about what makes you different than your peers -- your strengths, your passions, and your goals.
- If you left your job today
 - what would you're the people you work with miss?
 - what would the people you coach miss?
- Know who you are, as well as who you are not.



Tips to develop your USP

1. Start by taking a look at the personal brands of people you admire
2. Ask others what advice/job/guidance they specifically come to you above all others for.
3. What makes your heart sing?
4. Establish your purpose.
5. Recognise and list your values and ensure that they are reflected in your USP and personal brand.



Identify your goals

Where would you like to be in:

- Six months?
- One year?
- Five years?
- Ten years?

Defining your goals is critical to help you plan and manage your way to success.



Organise or Reorganize your priorities

- Identify the most important things in your personal life
- Identify the most important things in your professional life
- Prioritise
- Ensure there is a balance
- You're probably used to putting yourself behind your company, co-workers, and clients.
- You still want to be loyal to these groups, but be loyal to yourself, first.



Determining Your Priorities

There are three big questions you should ask to determine your highest priorities:

1. REQUIRED: What is required of me in this role?
2. RESULT: What produces the greatest results when I do it?
3. REWARD: What is most fulfilling when I do it?



Making the Most of Your Time

1. Make a “to do” list each day.
2. Set your priorities.
3. Avoid perfectionism.
4. Question everything.
5. Welcome tension.
6. Avoid clutter.
7. Fight procrastination.
8. Monitor interruptions and distractions.

Put margins in your calendar for unexpected people, but don't get distracted.



Pay attention to the details

Everything you do ultimately contributes to your personal brand.

Once your brand has been defined, make sure you pay attention to the details

- the way you dress
- your body language
- how you behave with co-workers and those you coach
- the emails you write
- your social media presence



Update your resume

- Go through your resume to determine it is in line with your brand.
- Ensure that your resume accurately defines who you are
- Make sure it is in line with both your short-term and long-term goals
- Confirms your personal vision



Become a social networker

Set up accounts at social networking sites such as

- Facebook
- Twitter
- LinkedIn
- Instagram

Ask those in your target audience to subscribe to your pages, and update on a daily basis.

Make sure your updates are consistent with your branding message.



Become a social networker

- Focus on what you want to achieve
- Choose the right social media platform
- Assess costs, resources and benefits
- Integrate social media into your marketing plan
- Measure, review, revise
- Essential points to make social media work for you



Build your own website

If you don't have a website, get one!

- Your website should highlight:
- your professional accomplishments
- your skills and knowledge
- what you stand for
- and your overall image

Make it primarily about you, not your company, club or coaching business

This is your personal brand



What your website needs to do?

- Your website needs to give an idea of exactly what your business does.
- For many customers, your website will be their first port of call
- Giving your customers quick access to the answers will improve your customer service
- Including an online shop on your website is a cheap and easy way to target new markets
- Keep your website's content fresh.
- Write short articles every few days on news and announcements from your industry



Blog

Platforms like WordPress and Tumblr make it easier than ever to promote yourself to your target audience.

Commit to posting weekly on topics that your audience will find:

- Interesting and educational
- Highlight your knowledge and experience
- Relate it to your unique skills
- Use it to confirm your philosophy and vision



Get published

In the declining world of the published word it is still important to try and get your views, ideas and expertise published.

- Write a book
- Contribute to industry publications
- Create your own newsletter
- Consistently Blog
- Update the content on your own website



Being published is an ideal way to promote yourself as an expert in your field.

Real life actions

Be sure to promote your brand in person, too

- Join and participate in industry groups
- Give talks at conferences
- Work with your sponsors
- Attend conferences
- Network



Manage your social media presence

- Be sure to keep co-workers, colleagues, clients, and friends updated about what you are doing
- Be consistent with your brand
- Differentiate between your personal and professional social presence
- Your comments are your image
- Can you trust yourself, can you trust your 'friends'
- Build your network
- Constantly manage your presence

What the people in your network say about you will ultimately have an effect on your brand, good and bad



Review your brand frequently

- Are you portraying your brand in a way that's concise and easily understood?
- Is your brand message consistent among all platforms?
- A regular review will ensure your message remains clear



Developing a brand on a small budget

- The development of a strapline or mission statement that succinctly conveys your message.
- Design needs, such as a logo, business stationery and product packaging.
- Your advertising and promotional materials
- You don't need to do everything at once.



How long does it take to build a brand?

- It will probably take you years to build up a strong and widely-recognised brand
- Try to think of a memorable and meaningful trade name
- Create a logo.
- Develop a corporate image
- Ensure that all your products and services are reliable, compatible and of a good standard
- The time it takes to build a brand is the time it takes your customers to accept your brand values.



Success

If you want to be successful, creating a personal brand isn't just an option, it's a necessity.

Whether you aspire to get that promotion or land your dream job, creating a compelling and consistent brand will help you meet your goals





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