



B R A G B I R D

# BragBird Workbook

## MODULE #1

### “Personal Branding as Prospecting”

Note: We recommend you print this workbook and refer to it while watching the video.

#### **Key Takeaways**

1. You will understand the three key philosophies of personal branding and their relevance to your work in sales.
2. You will have a clear understanding of your “sphere of interest” or “personal target audience.”
3. You will start becoming a celebrity inside your sphere of interest.

#### **Key Concepts**

What percentage of B2B voicemails are actually returned? \_\_\_\_\_

Personal Branding – When making prospecting calls, your odds of getting a call back go up dramatically if the recipient has heard of you and has a positive feeling associated with your name.

Describe what the “law of attraction” means to you and how you benefit from it:

Your “sphere of interest” is that group of people who in any way can help you reach your goals – clients, prospective clients, anyone who can refer you to a client, and influential opinion leaders in your marketplace or industry.

Describe your target audience:

**Three ways to become a celebrity in your own sphere of interest (describe what each one means):**

1. See yourself as a brand or an entity
2. Think like a politician
3. Live actively and focus externally

What does it mean to be “everywhere?”

**Discussion Questions**

- ✓ The 19<sup>th</sup> Century philosopher Henry David Thoreau once said, “I wished to live deliberately...I wanted to live deep and suck out all the marrow of life.” What does that quote mean to you as a sales professional who wants to use your widely recognized and highly respected personal brand as a way to attract more business?

**Exercises**

**Important Note:** You can write your answers to the exercises in the space below or use the Exercise Worksheets on the pages that follow.

1. Considering your primary industry, product offering or area of specialization, think about the type of people in your personal target audience. Who are they? What are their characteristics? What motivates them? Where can you find and connect with these people?
2. Write down the name of a sales pro in your firm or anywhere else who is widely recognized and highly respected. Why is this person so well known? What has he or she done over the years to develop such positive name recognition? Are there lessons you can take from this person's experiences?

## EXERCISE WORKSHEET #1: Your Target Audience

Who is in your target audience? What types of people make good prospects for you?

What are the characteristics of your targets/prospects? How are they unique?

What motivates your prospects and what problems do they need you to solve?

Where can you connect or network with your prospects?

## EXERCISE WORKSHEET #2: Personal Branding Role Models

Identify a sales professional (either at your company or a different one) who is widely known and who you admire:

List all the reasons that sales pro has such high name recognition in your industry or marketplace:

What has that sales pro done to achieve such high name recognition:

Considering that sales pro's success, what can you emulate and how would you do it?