

A BRAND CALLED

YOU



**Presented by: Marisa Wheeling Ciesluk,
MWC Coaching**

MY STORY

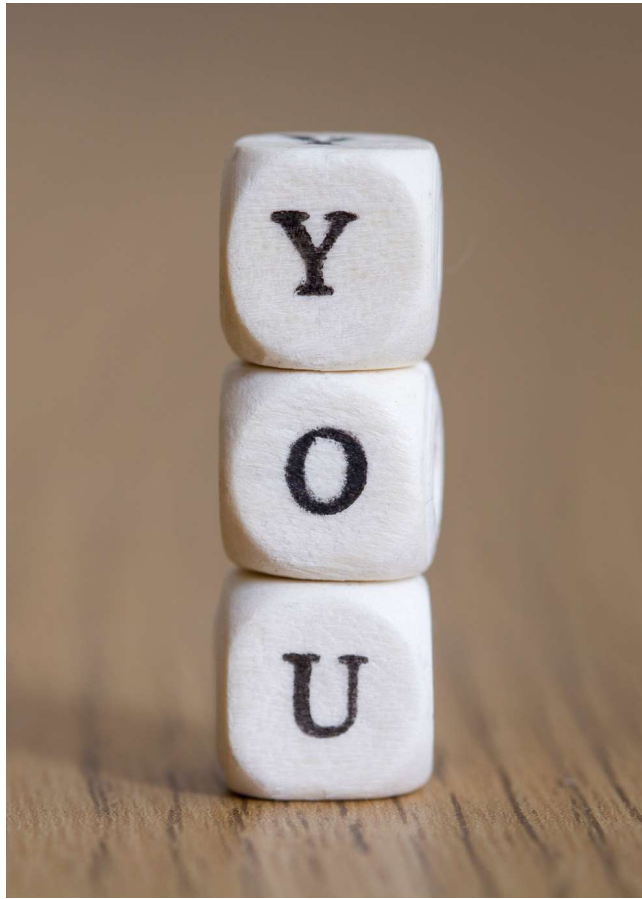
Climbing Mt. Kilimanjaro

Birth of my daughter

Your work is your own private megaphone to let
the world know what you believe.

Simon Sinek

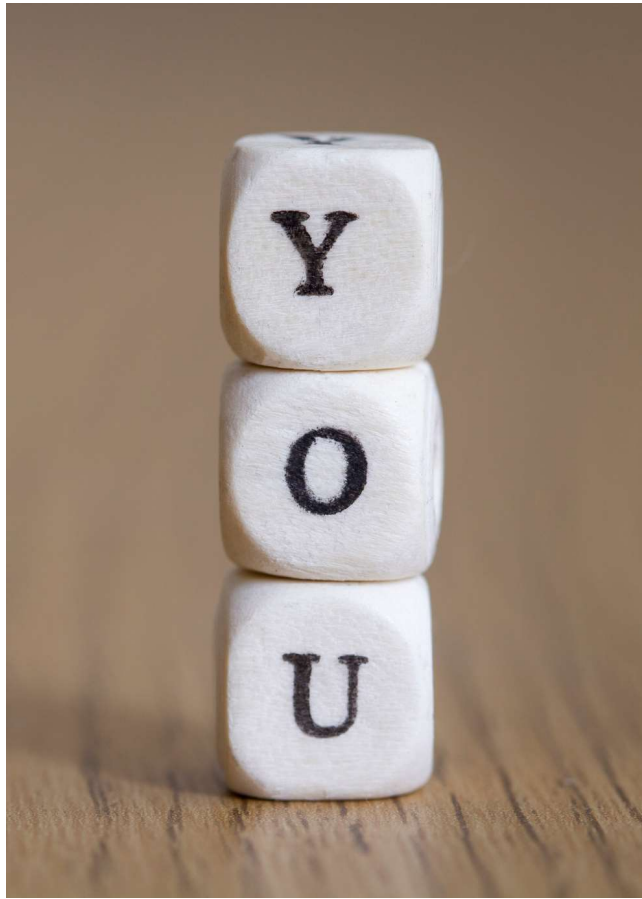




WHAT IS A PERSONAL BRAND?

**YOUR BRAND IS WHAT PEOPLE SAY ABOUT
YOU WHEN YOU ARE NOT IN THE ROOM.**

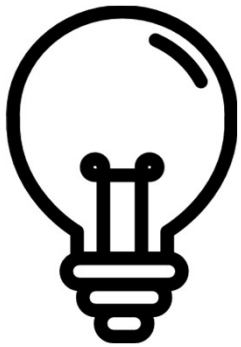
JEFF BEZOS, AMAZON



WHY DO YOU NEED A PERSONAL BRAND?

HUMANIZE
VISIBILITY
CREDIBILITY
CONFIDENCE
FOCUS
ENERGY
ABUNDANCE

CAVEATS



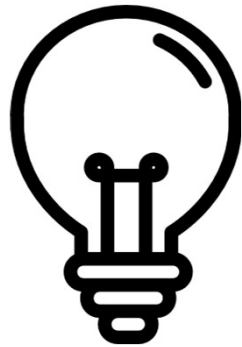
You are worthy. Period.

Your purpose is to be YOU.

You are not defined by your successes or accomplishments.

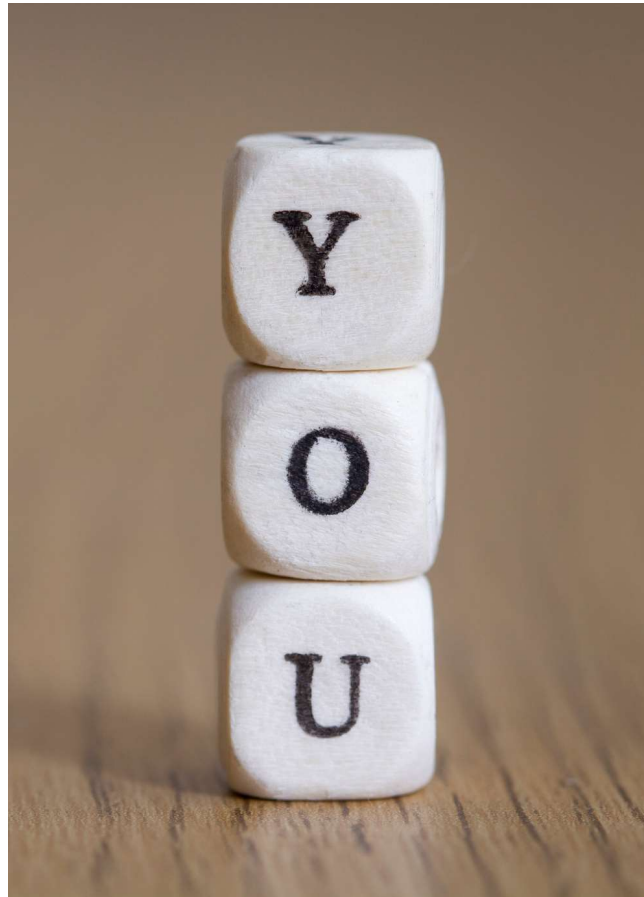
Find out who you are and do it on purpose.

Dolly Parton



BE CURIOUS.

You are an expert on YOU.



REFLECT.

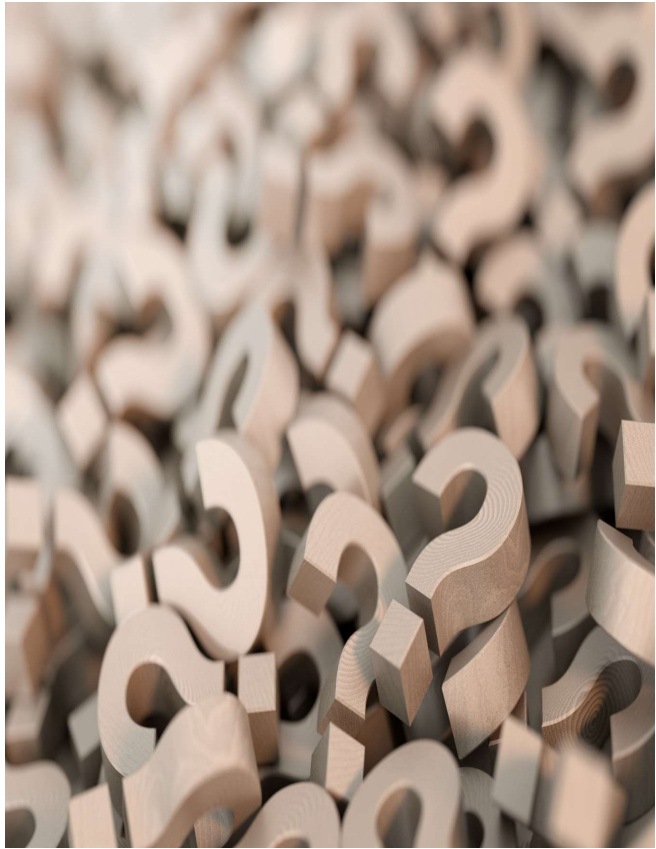
Be a learner.

Pay attention to themes.

Write down words.

Use pictures.

Consider landmark experiences.



ASK QUESTIONS.

What lights you up? What gives you energy?
What deletes your energy?

What do people come to you for? What
projects/roles attract you?

How do you want people to feel in your
presence?

What do you enjoy reading/listening to/doing?

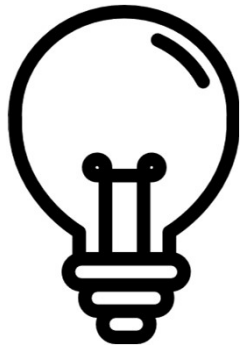
What words do people use to describe you?

CONDUCT A BRAND AUDIT.

Do your physical artifacts AND
decisions, choices, behaviors
reflect who you want to be?

What are the themes?





BE YOU.

Oscar Wilde: Be yourself. Everyone else is taken.

TAKE PURPOSEFUL RISKS.

Your brand will evolve.



OWN YOUR STORY.

Are you 100% sold on you?

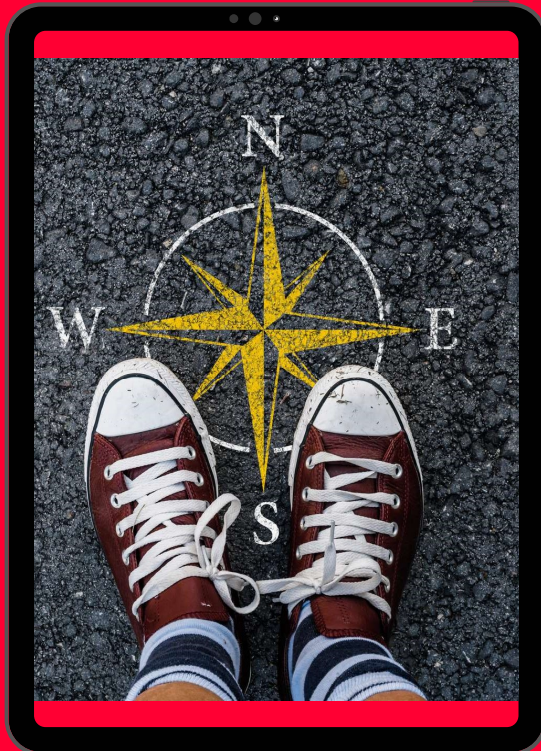
Use I am (verb)
statements.



SHARE YOUR STORY.

Knowledge is not power.
Knowledge is only potential power.
Action is power.
Tony Robbins





KEY LEARNINGS (TL/DR)

- 1 Be open to what your life is teaching you. Stay curious.
- 2 Do the work. Become self-aware.
- 3 YOU are worthy.
- 4 Don't be the world's best secret. Be YOU.

“

**Success isn't the
summit. It's about who
you BECOME on the
path to the summit.
Who are YOU
becoming?**

Marisa Wheeling Ciesluk



Thank you!

LinkedIn

Marisa Wheeling Ciesluk

Instagram
@mwciesluk

EMAIL

marisa@mwcleadership.com

Resources That Inspire My Personal Branding Work

Building a Storybrand; Clarify Your Message So
Customers Will Listen by Donald Miller (book)

Start with Why: How Great Leaders Inspire Everyone to
Take Action by Simon Sinek (book)

Super Soul Podcast with Oprah (Episodes)
4/7/21: Whispers

3/24/21: Oprah Winfrey: The Seeds

3/3/21: Oprah Winfrey: The Roots

6/12/19: Wes Moore: The Difference Between Your Job and
Your Work

4/24/19: Elizabeth Gilbert: The Curiosity-Driven Life

3/25/19: Oprah Winfrey: Your Own Truth