

Sustainable **Personal Branding** and Successful **Social Selling** for Small Businesses

Gunnar Habitz

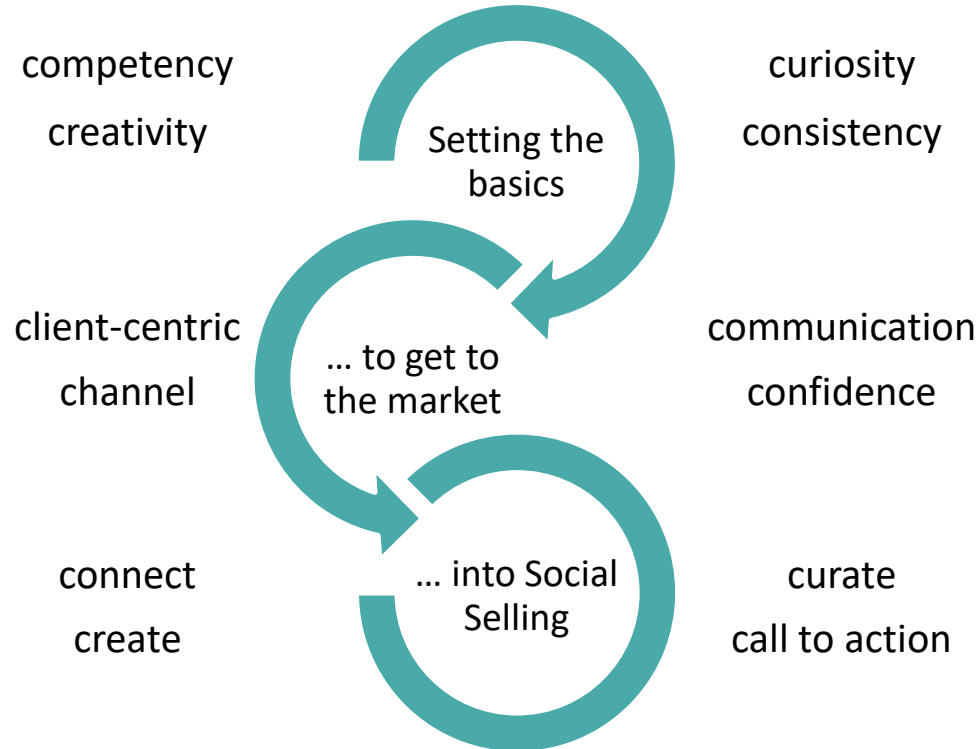
... blogging about Leadership, Networking and Sales excellence



Professional Services
MARKETING CONFERENCE
STAYING FRONT OF MIND

Continuity Circles

Sustainable **Personal Branding** and Successful **Social Selling** for Small Businesses



Personal Branding

From Person to Company to Person



Company Branding

Definitions also apply for Personal Branding



Competency

How do you solve which problem for whom?

What is an Engaging Executive?



An Engaging Executive is someone who has both technical skills and people skills

If you're an Engaging Executive you will:

- Make a great first impression and be a presence in a room
- Have mastered the art of small talk at networking events
- Be part of the 'in-group', where the real decisions are made
- Achieve mutually beneficial outcomes using a variety of influence techniques
- Manage tough conversations or conflict skilfully and tactfully
- Truly understand and relate to people who are very different to you
- Motivate and empower the people you manage
- Capture someone's interest and leave a lasting impression

[READ MORE](#)



Meet Duncan Fish

"I was an incredibly shy, socially awkward young man and having found my own way out of the problem I now believe it's my purpose to help others do the same."

Over the past 21 years I have worked with corporates, public sector and private individuals... in fact I've coached over 1000 people to become more engaging and influential.

And now I'd like to help you too."

Whether you decide to watch my free webinar series, enrol in Executive Coaching or embark on the fully transformative 90 day Engaging Executive Programme, I will show you how to bring out the 'people person' in you.

[LEARN MORE](#)



Creativity

Being different and speak the language of your target audience



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Curiosity



Consistency



Client-Centric



Channel



Communication

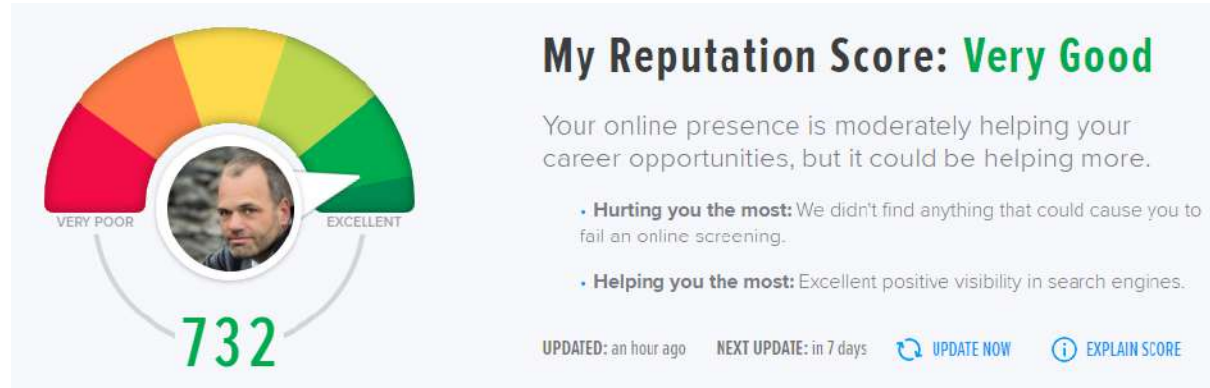


Credibility



Check Your Personal Brand

www.brandyourself.com



Personal Brand:



Risk Factors:



Google Results



Connect



Connect

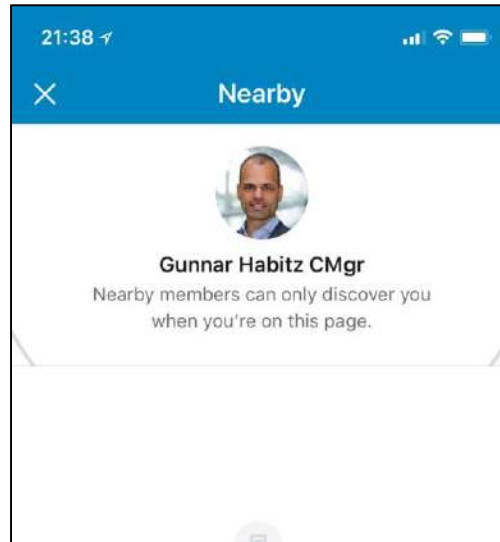
Two New Practical Methods

Remember

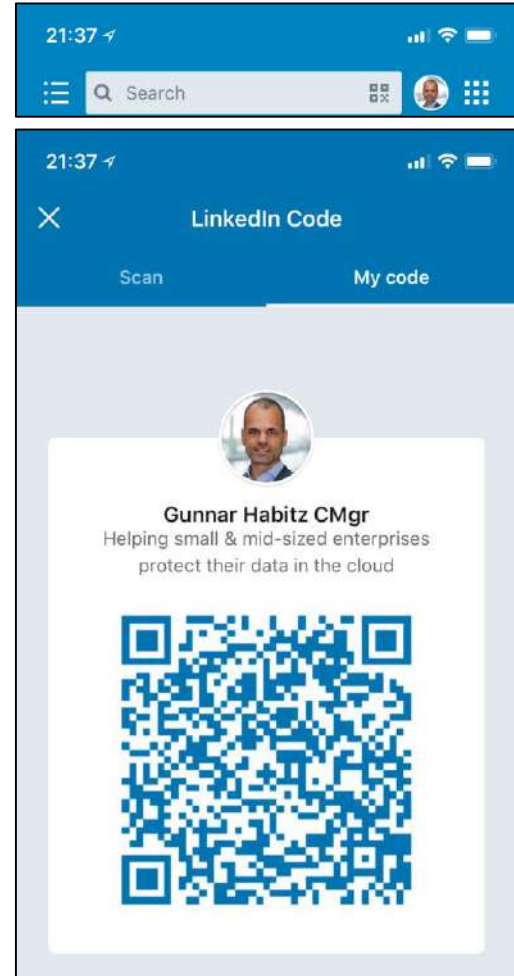
- Ideal for an event like this
- Afterwards view the profile of every new contact
- Send an individual message to them with the hook
- You can use templates stored in Evernote etc.
- Surprise with new voicemail
- LinkedIn is not a cemetery

Quantity of quality

Find Nearby



QR Code



Create

Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.



Curate



KLT? IEE!

People buy from people who they know, like and trust... who inspire, educate and entertain them

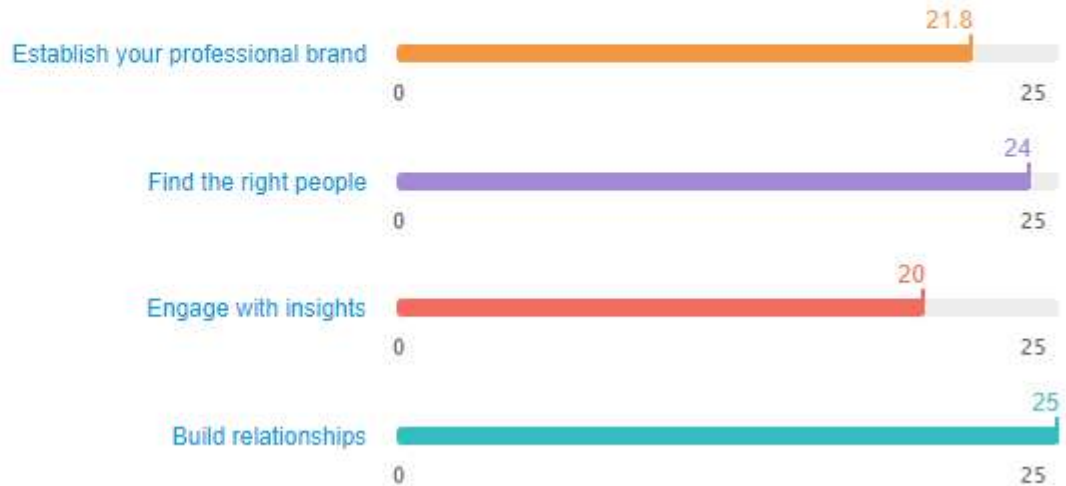
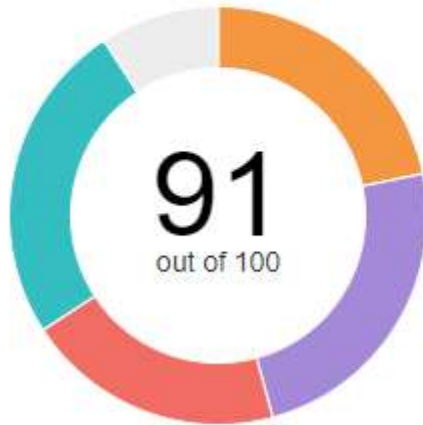


Check Your LinkedIn Social Selling Index (SSI)

www.linkedin.com/sales/ssi

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Call to Action



Conclusion

Four takeaways to implement asap

- Create a client-centric profile consistent with your personal brand incl. **readable** LinkedIn URL
- Check how others introduce you to find out how your personal brand is **perceived**
- Connect constantly with professionals providing targeted **value** by writing and curating content
- Commit to 30 min social selling daily and you will see the **difference** in positioning and prospecting



Congratulations

Two lucky door prizes

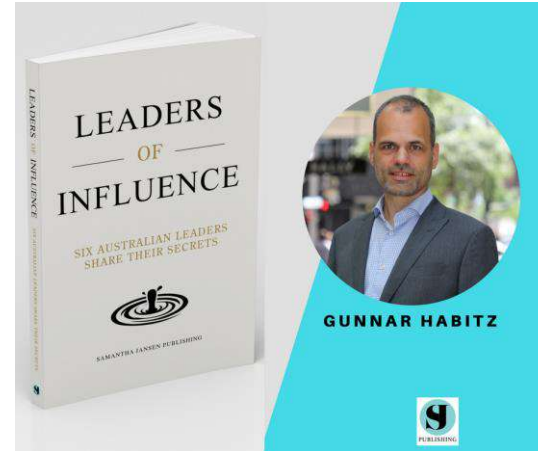
Social Selling Mentoring Activity

- Two calls/meetings
- Checkpoint personal brand & social selling
- Apply provided worksheet activities
- Correct actions 3 weeks later after first results
- (regular value \$297)



My new book contribution

including the story “Lead not Manage”



Sent after launch event (27 August)

Concrete Tips

For Personal Branding and Social Selling

- **The Engaging Executive**, Duncan Fish (Sydney), www.engagingexec.com.au
great example for competence and social proof
- **Lawthentic**, Boutique Law Firm, Ersel Akpinar (Sydney), www.lawthentic.com.au
great example for creativity and being different
- **Pixelfish**, Web Design Agency, Kevin Fouche (Sydney), www.pixelfish.com.au
great example with blog and social media posts to keep in the news with up to date content
- **Dare Group**, Sue Parker (Brisbane), www.daregrouppaustralia.com.au
Professional Branding Expert for corporate and SMB clients
- **Samantha Jansen Publishing** (Melbourne), www.samanthajansenpublishing.com.au
Publisher of new book “Leaders of Influence” with my story “Lead Not Manage”



Thank you

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Leading well – better sell