



‘Start Smart’ - Session 6

‘Your Personal Brand’

24th February 2026

About Business Gateway West Lothian



bgateway@westlothian.gov.uk



01506 283400

www.bgateway.com/local-offices/west-lothian/local-support



Session 6 Your Personal Brand

- What is a brand
- Crafting your brand identity
- Selling your brand and your vision



What is a brand

A brand is a company's reputation and personality

It is how you feel about it – your gut feeling

Do you trust it and why?

How many brands do you see a day?

What brands do you like and why?



e.l.f.
eyes lips face



Difference between a brand and a product

Product -

A functional item for example wireless headphones

Brand -

The reputation of the brand – how the product makes you feel

Whether they are Beats, Apple AirPods or an unknown brand from Amazon they will all have different expectations

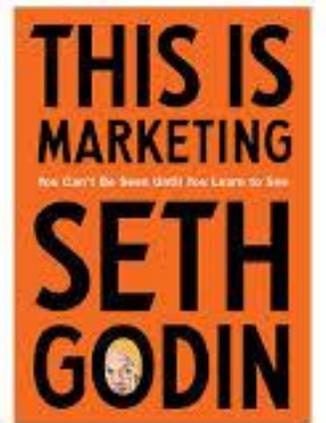




Difference between brand and branding



Seth Godin

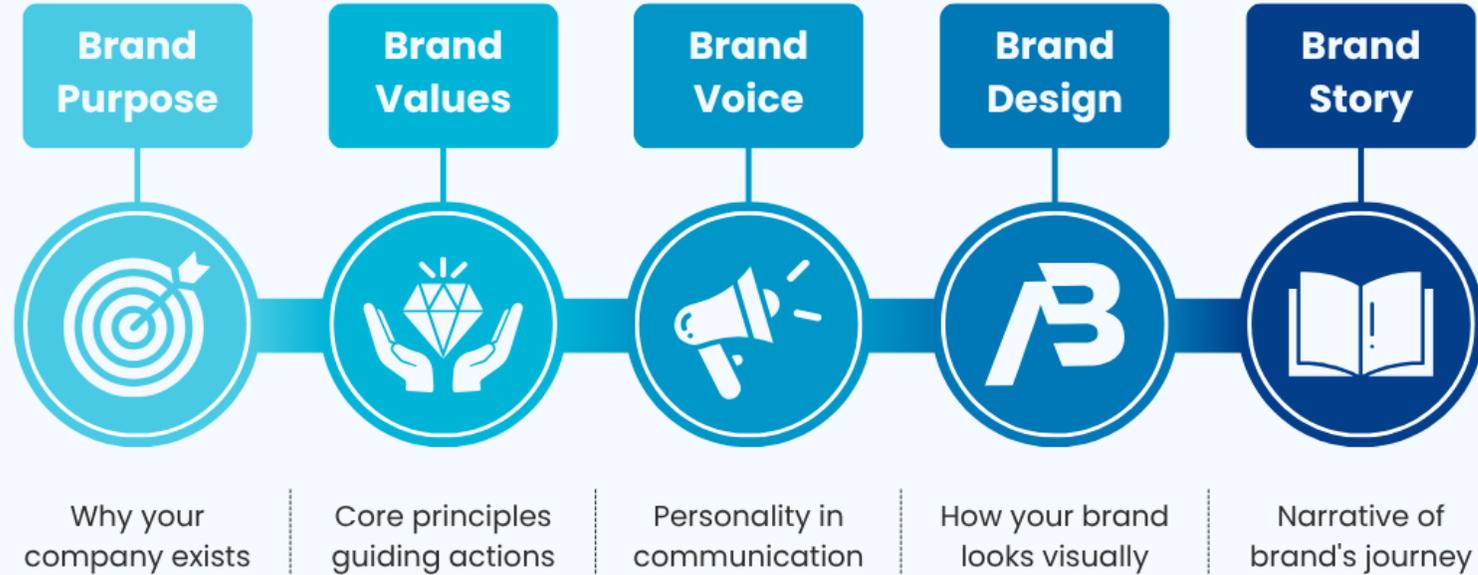


“A brand is a set of expectations, memories, stories and relationships that, taken together, account for a customer's decision to buy one product or service over another.”

American author, entrepreneur, and public speaker, best known for his books, including ‘Permission Marketing’ and ‘Purple Cow’.

Creating a brand for your business

Elements of Brand Strategy



Creating your personal brand

- Which well known people do you think damage and protect their brand? Let's discuss.
- Why is it important to say and do the same things – political rants and cake making videos - what can damage and enhance the brand
- Everyone verifies everyone – does your profile match your personality – will people expect what they see and hear when they meet you
- It is important to be honest, genuine and authentic – and be 'you'
- Keeping an eye on competitors is good but try not to over compare

Ronaldo & the Coca Cola fall out



Taylor Swift & her charity donations/values



Beckhams worth £500m





How To Create a

Brand Identity:



Exercise

If your brand was an animal or car,
what would it be?

Sharkdog...

This is a good way to determine your brand's personality and positioning and reveal powerful insights

This exercise helps you to look at your brand through a different lens

For example, you might think it's a lion but then realise your brand is more like the lamb



Selling Your Brand & Your Vision



You need to craft a compelling story that connects emotionally

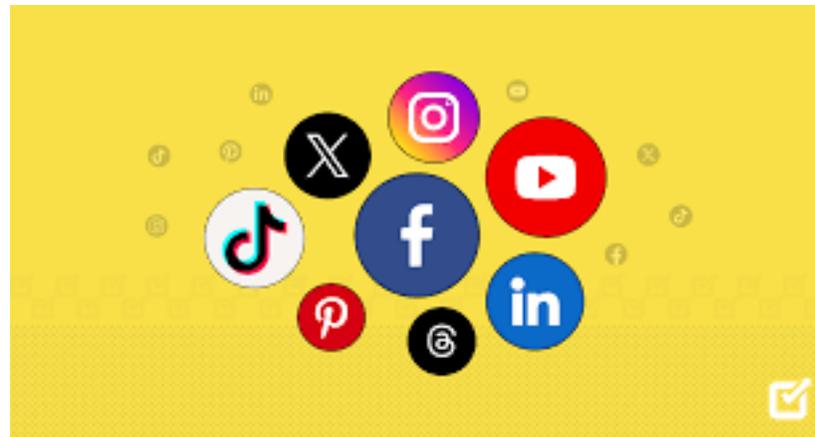
It needs to focusing on the 'why'

Then communicate it consistently across all platforms

The aim is to inspire and build loyalty with your customers

Marketing

- In your marketing you are selling your brand
- Which channels will you use and why
- How are you going to protect your brand
- What's your marketing plan going to look like



Your Follow up Task

- Make a list of your brand values and what language and tone of voice you will use to promote your business and build brand trust and loyalty
- Watch this video on building a personal brand
- <https://www.youtube.com/watch?v=ozMCb0wOnMU>
- And check out this link on creating a mission statement
- <https://blog.hubspot.com/marketing/inspiring-company-mission-statements>
- Now create your own mission statement and send it to us

ANY QUESTIONS?

Contact Us



bgateway@westlothian.gov.uk



01506 283400

