

Using Your “WALLET” to Define Your Brand

“STOP Sabotaging Your Career: 8 Proven Strategies to SUCCEED – in Spite of Yourself”

by Lois P. Frankel, PhD

Write Down What You Want People to Say About You

Act on It

Look to the Edge

Let Others Know About It

Elicit Feedback

Treat Others with Abundance

“Express yourself and what you stand for to everyone you meet – clients, colleagues, friends, neighbors, and strangers. Do this constantly and consistently, and you will create an effective – and lucrative – personal brand.”
– Peter Montoya

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People with a **value-added brand** tend to check off most of the items on the list. Page 254 from "STOP Sabotaging Your Career: 8 Proven Strategies to SUCCEED – in Spite of Yourself" by Lois P. Frankel, PhD.

_____ I look at barriers to goal achievement as challenges, not insurmountable obstacles.

_____ I tend to be overly optimistic about how much I can accomplish in a day.

_____ It is unusual for me to turn down uncommon or special requests.

_____ I view my colleagues, management, and clients as my customers.

_____ I gain a great deal of personal satisfaction from knowing that I went the extra mile for someone.

_____ Although my initial reaction to unrealistic requests may be "no way," I rarely voice that to the person making the request.

_____ I have no problem with putting a routine project or task on hold so that I can attend to something more urgent that comes up.

_____ I believe that providing service to others as an integral part of my job.

_____ I typically search for new or better ways of serving my customers.

_____ If it's within my capability, there is no task too inconsequential for me to perform if it will further the goals of my organization.

_____ I promptly answer my phone messages, regardless of who they are from.

_____ I frequently offer to help others with their work when I see that help is needed.

_____ I don't promise that I know I can't deliver, and I try to deliver more than I promise.