



working smart

A Brand New You

>> BUILD NAME RECOGNITION ON THE JOB TO BRING THE BIG BUCKS

Having a hallmark isn't just for big businesses anymore. Creating a personal brand—at the office, in your industry, or in your business—can make the difference between success and failure.

To make your own unforgettable mark, first take an inventory of your skills and qualities, and find a niche to focus on, says Pamela Carlton, president of Springboard-Partners in Cross Cultural Leadership in New York City. Then sell yourself as a specialist, she says. **Some ways to start:**

At the office “Let people know how good you are and sell them on your value. Selling is sizzle versus the steak,” Carlton says. Take a class, get certification, or volunteer for a project outside of your department to show that you're willing to go beyond the call of duty.

In your business “We're always wondering, *How did that person get ahead when I have a better service?* It's because that person promoted herself,” says media strategist Karen Taylor Bass. Start a blog, write a newsletter, and/or get on the radio. Unique presentation and packaging also help. Bass establishes herself as a maverick and a creative thinker by mailing whimsical Christmas cards to her clients in June. “If the masses don't know about your business, it's for naught,” she says.

—WENDY L. WILSON