

## **Branding makes you more of what you are**

“Oh can't you see  
I'm just being me  
I can't be you  
And I don't want to be

These lines from the song *I am what I am* by the famous US band Jonas Brothers aptly describes the foundation of a personal brand, sans the defiance. We often say emphatically, “I am what I am” maybe while defending any accusations leveled against us or justifying any action or behavior on our end. But this impulsive statement can actually sum up the basic purpose of building a personal brand in the very first place, to celebrate the power of your own self. To be confident in one’s own skin without any inferiority complex or tendency to replicate others makes you what you are. Branding entails further progression thereafter to ‘I am what I want to be’ and ‘I am what I stand for’.

Your personal brand image is a reflection of your individuality, originality and all the intrinsic qualities that is exclusive to you as a brand. It takes out the best in you unfettering the shackles of mediocrity, complacency, rigidity, lack of creativity on your mind and soul. You discover different aspects of your own self that you never thought existed, making it almost a cathartic experience. The heightened sense of self-esteem helps boost your confidence, morale and brings about a sea change in your attitude to life, increasing your over-all productivity.

Personal brand entrusts you with a unique signature that distinguishes ‘you’ from the many. It accentuates your identity and self-efficacy mobilizing your efforts to touch the pinnacle of success.