

## Development of a strategy to turn your name into a Brand

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### Abstract

We present in this work an investigation concerning personal branding or personal branding, brands as intangible allows to associate names with products or services, however in this case the association refers to a brand name with a person, an investigation was carried out Of documentary type, descriptive with qualitative approach, based on books and magazines, with which it is possible to propose a strategy of creation and development of a personal brand, which must be continued to achieve the objective that is a good reputation over time , As well as brand name value. There are surveys of characters who have excelled in different areas such as singers, sportsmen and writers, whose name is synonymous with quality and prestige and how these characters have managed to make their brand name allow them to earn high income. It is mentioned the importance that, once the brand name is created, it is important to continue to give it maintenance.

### Personal brand, strategy, development

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## Introduction

In this work we present an investigation related to the brand name, this is the name as a brand, a subject known as personal branding, it may seem nothing new, however, in the business or institutional world it becomes a very important element.

By thinking of the personal name and associating it with a specific person, the mind automatically relates images, experiences or feelings. Mentally an image is made with which one can know what to expect from a person.

Brands allow us to associate products or services, and in this case the brand consists of the association of a name with a person. The perception we have of a person is sometimes based on a first impression, and later we get to know more about the person, with which we can know that his name is associated with his behavior or performance in an organization or business sector.

## Justification

The concept of Personal Branding or Personal Branding is a concept that has emerged in the business literature of the United States in recent years. The precursors of this concept were Tom Peters, with his work "The Brand Called You", in 1997, and Dan Schawbel, with his work "Me 2.0: Build a Powerful Brand to Achieve Career Success" that, in addition to a tour of The concept of personal branding, develop tips on how to improve the presence of this through the 2.0 tools. (Flemings, 2006).

In the business environment values are fundamental, and if trademarks weaken, it is because they are not clear or have lost them. If the values of a company are defined, they will be shared by all its members

Develop a strong personal brand, requires courage and courage, you have to risk controlling the fears and limitations to work on the personal brand.

## Problem

As a result of the high impact that social networks represent nowadays, some people present themselves in such social networks with a profile very different from what they really have, so knowing people as they really are presents a difficulty, hence important the development of a personal brand that truly reflects what a person is.

## Objectives

### General Objective

Develop a strategy that allows to obtain a brand name or personal branding, as a fundamental part of a professional, regardless of the area where the person unfolds.

### Specific objectives

Take care of the personal name as a brand.

Achieve a good reputation, which can be sustained over time, with ethics and values.

Generate value in the brand name seeking to maintain good relations with others.

## Theoretical framework

A brand can be defined in different ways:

- A way to identify and associate a product or service with a commitment to satisfaction and quality.
- A set of perceptions in the mind of the consumer
- A promise of value

- A set of characteristics, or qualities, associated with a symbol or brand name that increases, or reduces, value to a product or service.

However, the authors agree that a brand is more than just a name. A brand is the sum of all the expectations and associations that it creates in the minds of its audience.

What makes a brand valuable, personal or commercial, are the intangibles: quality, trust, the brand is the sum of the expectations it generates, customers are more comfortable when they know what to expect, safety and consistency, if a brand is well consolidated and has been behaving in a consistent manner for years is able to overcome any crisis or error.

In addition, a brand is the opposite of the notion of commodity (undifferentiated product, in bulk) makes us different, allows us to position ourselves and differentiate ourselves from similar products.

When someone has a strong brand, they are able to keep their promises. When there is a strong brand, the perception of customers is a higher quality product, even if this applies to people. The objective of the personal branding is the same but applied to people or groups of people, departments, teams or entire companies, (Pérez, 2008).

The Reader's Digest Magazine carries out a survey called "Trusted Brands", where a prize is awarded to brands that, according to the people surveyed, determine which are the main brands:

Speaking of brands, there is a huge difference between being popular and being reliable. It is useless for everyone to know our name if it is linked to a questionable reputation. But being worthy of the trust of others attracts much more than fame: it means that people who trust a brand will seek it throughout their lives and will tend to "bequeath" it to their children.

Hence, many of the names recognized in this award are companies that have a considerable time in the market. Of course, there are young brands that have made a great effort during their short life; this award allows us to recognize them and hope that in the next few years they will continue giving us pleasant surprises (The Reader's Digest Magazine, 2016).

The personalities that were awarded the 2016 Trusted Brands Award, which have obtained the public's trust thanks to their dedication, their permanent commitment and the constant effort to satisfy the needs of their clients, were: Leticia Calderón, Denise Maerker, Yuri, Jacqueline Bracamontes, Jesus Ochoa, Pepe Aguilar, Sergio Sarmiento, Mariano Osorio, Toño de Valdés.

According to Forbes magazine, These are the highest paid athletes in the world (between June 2015 and June 2016):

Cristiano Ronaldo, Footballer. Lionel Messi, Footballer. LeBron James, Basketball player. Roger Federer, Tennis Player

Kevin Durant, Basketball player. Novak Djokovic, Tennis Player. Cam Newton, American football player. Phil Mickelson, Golfer. Jordan Spieth, Golfer. Kobe Bryant, former basketball player. Lewis Hamilton, Pilot. Tiger Woods, Golfer.

Eli Manning, American football player. Joe Flacco, American football player. Tom Brady, American football player. Floyd Mayweather, Boxer. Rory McIlroy, Golfer. Russell Wilson, American football player. Sebastian Vettel, Pilot. Philip Rivers, American football player. Rafael Nadal, Tennis Player

Neymar, Footballer. Zlatan Ibrahimovic, Footballer. Fernando Alonso, Pilot. Gareth Bale, Footballer.

This is the list of the 14 best paid writers of 2016, according to Forbes Magazine:

Rick Riordan. Dan Brown. George RR Martin. Paula Hawkins. John Green Veronica Roth EL James. Nora Roberts Danielle Steel Stephen King. John Grisham. JK Rowling. Jeff Kinney James Patterson.

These categories of characters show us how the brand name allows people to stand out in the area to which they are dedicated, in addition to obtaining high income in recognition of that name. Although it is well known that once you have a known name, the income is not only the result of the activity to which the person is dedicated, but also received by other aspects such as advertising and product announcement, that is: a brand staff is attractive for entrepreneurs to advertise a product brand.

## Methodology

### Kind of investigation

We carried out a documentary, descriptive research with a qualitative approach, based on books, magazines and surveys conducted by prestigious journals.

### Results

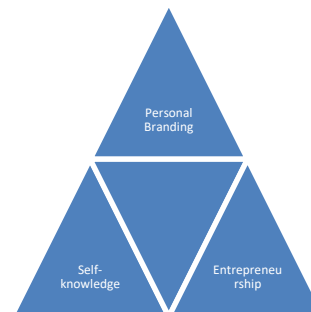
At present the professionals do not stay many years in the same company, but they look for alternatives that benefit them both economically and personally, this makes them have the need to develop a name (brand) that allows them access to these new positions with a economic benefit, due to the Curriculum that they present.

Scholars in the subject, have developed some steps that can be followed to develop a personal brand of prestige.

Define the greatest strength in a few words.

An account should be made of the main skills and abilities and determine which of them represents the greatest strength. For example, "I'm good at convincing people," or "I'm good at discovering the key aspects of any problem," or "I fully understand the behavior of people when choosing brands," or "I'm very sociable" or "I'm very funny" or "I find it easy to relate to people".

An important part is self-knowledge, only in this way can the goal to be conquered be established. Only knowing ourselves will we know how far we can and want to reach. Knowing what our abilities, talents and competencies are in order to strengthen them; and our weaknesses to minimize them, this is vital in the process of building a personal brand.



**Figure 1** Fundamental parts that sustain personal balance

Source: Own elaboration based on Costa (2015)

Self-knowledge consists in making an analysis of oneself, it's time to get to know each other a bit and know what I want to do with my life. Personal branding refers to what I can do to convince people. Entrepreneurship refers to putting into practice either a knowledge or a business (Costa, 2015).

As a professional, what enables us to distinguish ourselves from others and how can we help others to solve their problems? talent is not everything, the key is to put all the potential at the service of others.

Determine what benefits that strength brings.

When a person shows up to apply for a job, he is not hired for his strengths, but rather for the benefits that these strengths can produce, however, these benefits must meet a distinguished need in the lives of the people or institutions.

For example, if the strength consists of being good at convincing people, then there will be a vacancy that can be filled in some area that requires negotiation or sales, where people need to relate to each other face to face. The benefit that will be offered consists of a better level of performance in closing sales or concluding negotiations.

If the strength is to understand the behavior of people when choosing brands, then you could acquire a good position in an advertising agency, benefiting the company to understand the potential customer.

Explain how this benefit can be exploited.

It must be borne in mind that today there are many people who have the same academic training and who have held similar positions.

Therefore, it must be explained in a simple and brief way why this benefit can be delivered and exploited. The training, experience and results can be argued.

The other key is in the planning of the goals. Life can not be something left to fate or destiny, you have to begin to trace the objectives and reach them one by one so that the image you want to transmit is consistent and sustainable. There are adjustments that can be made along the way, but there definitely has to be a plan (Temple, 2015).

### **Make a summary in a sentence**

A person who has been working on their personal brand for several years can be defined as "The best negotiator" or "Image consultant". When establishing this phrase, it will depend on the occasion when it will be convenient to use it, mention it or communicate it in different ways, what is important is to have defined that phrase that will identify the personal name.

### **Describe the personality**

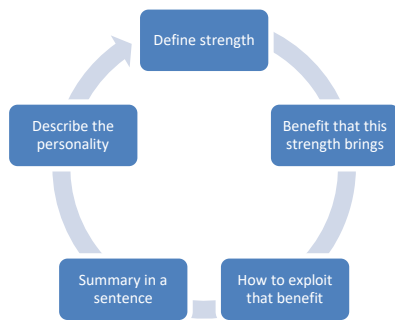
It is very important that the personality is in accordance with the strength or benefit of the name, however, there are times when this does not happen, as an example some artists whose name is synonymous with prestige, but their personality does not reflect the same.

This is where you must work so that both personality and strength are related.

A person who considers himself a good negotiator can not afford to lose his temper at a certain moment, in which an important negotiation is taking place and from which good results are expected.

When talking about making adjustments while constructing the image, there is an aspect that can not be negotiated, those moral values that distinguish a person. At this point the specialists are clear: values and principles are not flexible, we can not have them today and tomorrow. Here there is no room for the saying that "the end justifies the means." The moment our objectives take us down dark paths, we have to be able to go back and rethink the way we want to reach our goal (Temple, 2015).

This series of steps do not constitute the totality, but if they are followed, it is possible to establish the foundations to build a strong personal brand capable of reaching where you want, according to the capabilities of each person.



**Figure 2** Strategy Model to develop a personal brand

Source: Own elaboration, based on: [www.complices.mx](http://www.complices.mx)

When planning a strategy for a personal brand, it will be important to direct it towards the niche we want to reach and focus our strengths in that sector, and to be clear that positioning will be achieved by working on the development and strength of the personal brand..

## Conclusions

Day by day we present ourselves in different organizations, we represent our brand daily, that is why we have to be worthy representatives of our brand and this not only in the professional environment.

Personal branding is what they say about each one when it comes to the world, be it business or personal. It is what people see when they look for a name.

"Everything we do communicates. How we dress, how we act, the quality of our work, how we speak, what we say and what we stop saying, all transmit a message. It is important that we work to adapt that message to the way we want it to be received "(Temple, 29015).

The personal branding is nothing more than building our own stamp to highlight our professional and personal value in the market, projecting the talents, values and knowledge we possess.

The personal brand can not be obtained at random, it is necessary to follow a process of strategy, creation and maintenance.

When people come to lose their jobs, they really wonder who they are, in order to become attractive for the labor market. This is the end of the employees and the beginning of the professionals. Professionals who do not look for work, but offer their services and work for projects.

In this way the newly graduated students will have to design their own brand that helps satisfy a need in the market. The graduates will have to show their personal brand and communicate it effectively.

The challenge is to detect which of our attributes can help us differentiate ourselves. Once detected we must use any opportunity to put it in value, to make it known.

"Your name is your brand, take care of it" (Temple, 2015).

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