

Big Deal Energy

Why promoting yourself drives growth



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In a busy marketplace, not standing out is the same as being invisible.

—Seth Godin

Put your pen to paper and define your personal brand. Identify how you want to show up, and put your visibility strategy into action. Take time with it, be honest, and don't overthink it.

Your story is your power.

The Three Words Exercise

What three words do you want people to associate with you?

1. _____

2. _____

3. _____

What three words do people likely associate with you now?

1. _____

2. _____

3. _____

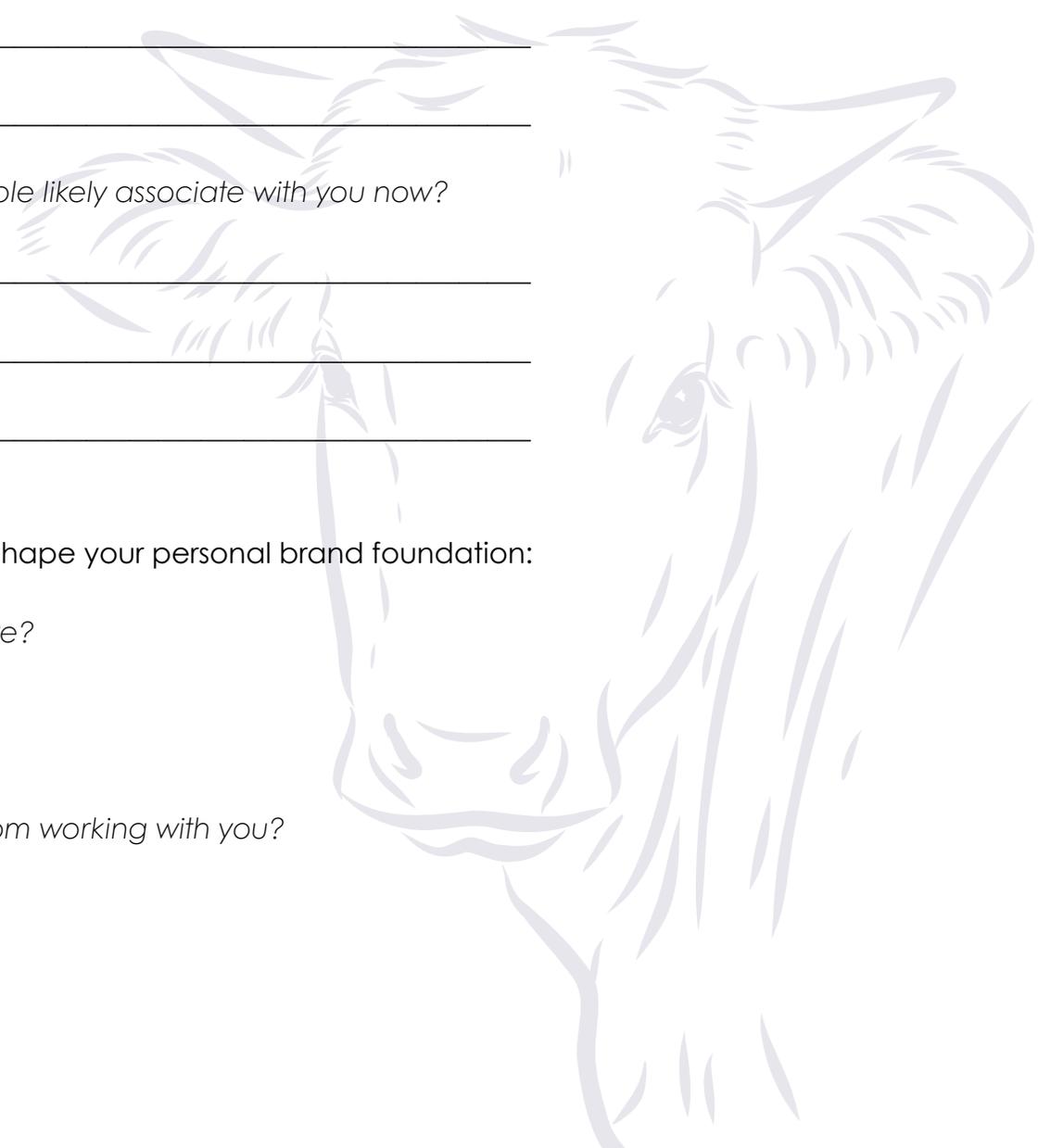
Define YOU

Answer these prompts to shape your personal brand foundation:

What problem do you solve?

How do people benefit from working with you?

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What makes you different?

What do you want to be known for?

Why do you do what you do?

Show Up Where It Matters

What are you passionate about?

What keeps you up at night?

What is one weird or quirky thing about you?

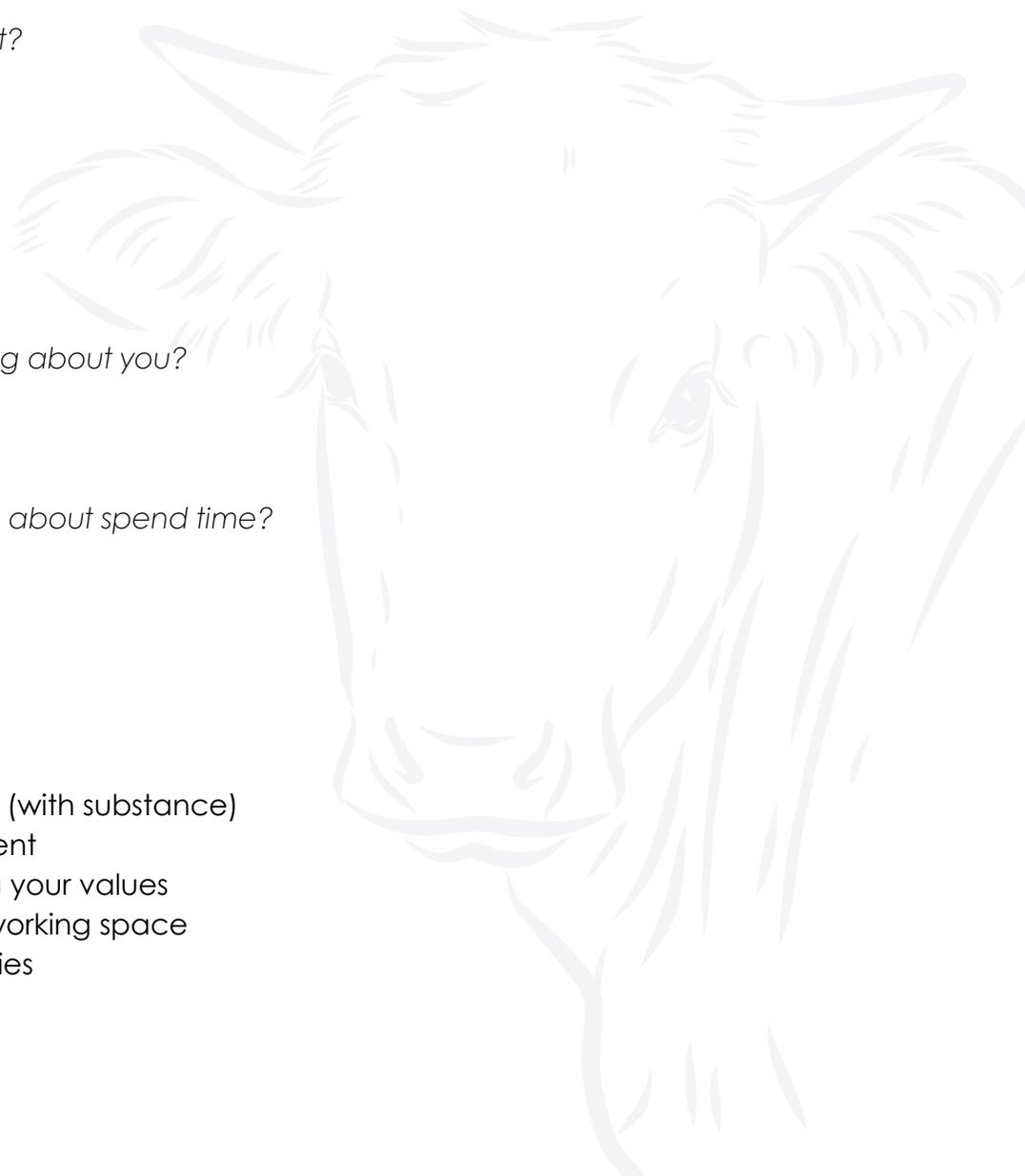
Where do the people you care about spend time?

Get to Work.

Do these at least 3x a week:

- Comment on a LinkedIn post (with substance)
- Share a win or accomplishment
- Post a photo or story showing your values
- Add value in a group or networking space
- Say yes to visibility opportunities

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You're either remarkable or invisible.

—Seth Godin

Embrace Your Inner Outsider

The world doesn't need more people who fit in. It needs the changemakers, the purple cows, the outsiders. These are the people who see things differently and aren't afraid to challenge the status quo.

It isn't easy, you need:

- Perseverance: You'll face roadblocks and naysayers. Keep pushing.
- Selling skills: Your ideas are great, but can you convince others?
- Insight: Find comfort in the uncomfortable. That's where growth happens.

Your Brand is Your Story

Your personal brand isn't just a logo or a catchy tagline. It's your story. It's how you show up in the world, both online and offline. It's the consistent thread that runs through everything you do.

For Kim Bode, that means being unapologetically direct, embracing irreverent humor, and always prioritizing relationships (handwritten notes, giving versus receiving). It means rescuing dogs (okay, maybe hoarding them a little), advocating for my community, and never turning down a good happy hour.

Stand for Something

A strong personal brand isn't afraid to take a stand. What do you believe in? What are you passionate about? For me, it's supporting small businesses and empowering women. It's why I serve on boards like the Small Business Association of Michigan and Women Impacting Public Policy.

Keep Evolving

Your personal brand isn't set in stone. It should grow and evolve as you do. Don't be afraid to pivot, to try new things, to fail spectacularly and then get back up again.

Remember, in the words of the great Seth Godin, "In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible."

So, what's your purple cow? How will you be remarkable? Your personal brand is waiting to be unleashed. It's time to stop being invisible and start being unforgettable.