

PERSONAL BRANDING

HOW TO ACHIEVE YOUR GREATEST POTENTIAL

ROBERT . A . OPIE

POWER UP
YOUR GAME

A practical guide for building your own potent
PERSONAL BRAND

Famed American billionaire investor, Warren Buffett, believes that:

“Less than 5 % of people get anything like their potential horsepower translated into their actual horsepower.”

He’s right.

Potential exceeds realization for most of us.

Less than 5 % of people go on to achieve their greatest potential in life.

“My Advice: Invest in Yourself.”

Warren Buffett

Investing in yourself is one of the smartest moves you can make in life.

By investing in yourself , your own PERSONAL BRAND, as presented to you in this book , you will soon find yourself on an inspired journey from Good to Great to Greater – a journey to unlock and unleash your own greatest potential in life.

This book is a practical guide to help you to power up your personal brand – power up your life.

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ACKNOWLEDGEMENTS

About the Author

About the Author



Rob Opie (B. Business Science: UCT) is a brand strategist, entrepreneur, key note speaker, author, and performance coach to both corporate teams and individuals.

Running in his blood are PEOPLE , BRANDS and TURNAROUNDS.

Rob has devoted the second half of his career to helping people to achieve their own greatest potential in life – he talks – he writes – he coaches.

He’s a man on mission to share Insights, Innovation and Inspiration – all garnered from more than two decades of research and study into the ways of the great champions of business, sport and life.

Rob is a firm believer in the thought process:

“If you want to be the best – you must learn from the best.”

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Foreword

by John Robbie



In thirty years on 702, I have met and interviewed the good, the bad, and the ugly.

What stands out in all truly exceptional achievers, regardless of their field, is a clear sense of purpose.

It shines through in all of them.

However, investigation often reveals, surprisingly, that this purpose arose by accident, by circumstance, rather than design.

It was often a random thing, yet finding real purpose need not be random.

In his latest book “Personal Branding”, Rob presents that everyone can find the key to real achievement, and fulfilment in life.

It’s an awesome proposal and one that must be investigated by anyone who fears being ordinary.

John Robbie: Radio and Television personality and host

Prologue

A quick guide
to this book

Prologue: A Quick Guide to this Book

“The world would be a better place if we all chased our dreams and fulfilled our potential”

Richard Branson

Every one of us is in PERSONAL SELLING (closing the deal) and PERSONAL MARKETING (creating and sustaining relationships) – whether we know it or not.

Beauty, strength, talent, intelligence, kindness, wealth, humour, loyalty, and power are all ways in which we advertise and market our value as human beings.

But, few of us take full advantage of the power which lies within:

PERSONAL BRANDING (creating & leveraging your image and identity)

The great champions of business, sport and life do – and they reap great rewards.

The great champions know that:

“To power up your LIFE - you must power up your PERSONAL BRAND”

Herein lies the challenge, as most of us have little or no knowledge on how to invest in our own PERSONAL BRANDS.

Few of us go on to leverage the inherent power which lies in personal branding.

Let's change that together.

I will be sharing ideas with you and taking you through the THREE POTENT STEPS which the great champions take for building a HIGH LEVEL PERSONAL BRAND.

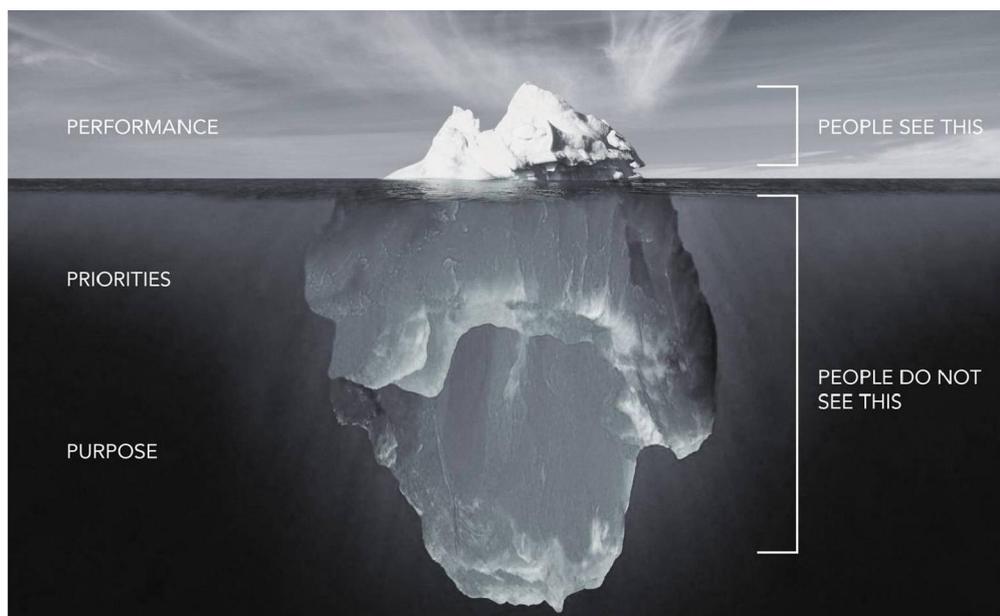
Here they are:

*P#1: Defining your **PURPOSE***

*P#2: Setting your **PRIORITIES***

*P#3: Aligning your **PERFORMANCE GOALS***

Think of Personal Branding as an ice berg – as depicted below:



First you have to address the powerful chunk which lies below the surface – making sure that your Purpose and your Priorities are ‘made of the right stuff.’

These are the two P’s which people do not see, but they are the key drivers of the part above the ocean, which people do see – your PERFORMANCE.

By mastering and aligning all the three P’s of Personal Branding – you will soon be well on your way to mastering your life.

“Mastering others is strength. Mastering yourself makes you fearless.”

Lao Tzu

NOTE ABOUT PERSONAL BRANDING:

Personal Branding has two parts – namely OUTER branding and INNER branding.

Outer branding is your IMAGE. Inner Branding is your IDENTITY.

The purpose of this book is to share powerful insights and tools on INNER BRANDING only.

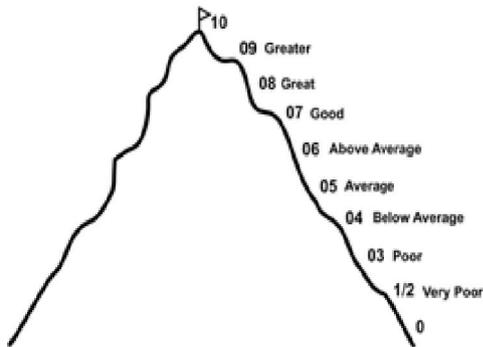
“Inner branding is the part which ignites your outer magic”

On the next page you will find a quick reality check to see how YOU score your current PERSONAL BRAND.

“Is your current personal brand made of the right stuff?”

In order to feel successful in life, it's important to measure progress in life.

Please give yourself a PERSONAL BRAND SCORE (from 0-10) on the Everest barometer:



For example you gave yourself a score of 6.8 (out of 10) – or whatever number you believe is right for YOU right now. It's just a number as to how YOU believe YOU are currently faring in both your professional and personal life.

It's merely a perceptual score at this point.

If you gave yourself a score of 6,8 out of 10 – the goal of this book is to move your score closer to the magical nine out of TEN score – which is from where the great champions play:

“The Game of Life”

Keep your score handy as we will be coming back to it at the end of the book to see your change on the GOOD (7) to GREAT (8) to GREATER (9) barometer.

You now have your score with you– and you are ready for Step #1 which is:

“Defining your Purpose”

Step One

Defining

your Purpose

“Branding is Everything”

Richard Branson

Step One: Defining your Purpose

“The two most important days in your life are the days you are born and the day you figure out why”

Mark Twain

Great companies invest in defining their purpose – their why.

They know why they exist.

Simon Sinek in his game-changing book: *“Start with Why”*, shared how great companies all *‘Start with Why’* – by putting their why before their what.

Apple is known for making great electronic products.

It’s their what.

But, it’s their why which sets them apart as a truly great company.

Steve Job’s instilled a culture of thinking differently:

Apple’s purpose statement:

“To change the status quo”

That’s a potent why – one which enabled Apple to be the first to go through the trillion dollar capitalisation mark – beating both Amazon and Alphabet (Google) to the magical number.

Here are further examples of great companies with clearly defined purpose statements which inspire their greatness:

- ❖ Coca Cola’s purpose is “to create happiness.”
- ❖ Disney’s purpose is “to make children smile.”
- ❖ Facebook’s purpose is “to connect people.”
- ❖ Microsoft's purpose is “to empower people to do more.”

- ❖ Google's purpose is "to organize and disseminate the world's information."
- ❖ Amazon's purpose is "to build a place where people can come to find and discover anything they might want to buy online."
- ❖ Starbuck's purpose is "to inspire and nurture the human spirit – one person, one cup, one neighbourhood at a time."
- ❖ Discovery's purpose is "to help people to do life better."

It's the same with great individuals.

They all '*start with why.*'

Their inspiration coming from their purpose:

- ❖ Nelson Mandela's purpose was "to deliver freedom for all."
- ❖ Winston Churchill's purpose was "to inspire hope."
- ❖ Bill Gates' purpose is "to empower people to do more."
- ❖ Elon Musk's purpose is "to elevate humanity."
- ❖ Mark Zuckerberg's purpose is "to connect everybody."
- ❖ Roger Federer's purpose is "to entertain, to educate, and to enrich lives."

Face book's Mark Zuckerberg recently shared the following in a commencement address at Harvard:

"Purpose is that sense that we are part of something bigger than ourselves, that we are needed, that we have something better ahead to work for. Purpose is what creates true happiness."

In his address, he related one of his favourite stories of when John F Kennedy visited the NASA space centre. JFK saw a janitor carrying a broom and he walked over and asked what he was doing. The janitor responded,

“Mr. President, I’m helping to put a man on the moon.”

Wow.

When one puts the ‘the why’ before ‘the what’ in one’s life, things certainly begin to look a little different

- ❖ Purpose is about seeing the bigger picture.
- ❖ Purpose inspires you to do more.
- ❖ Purpose empowers you to take action.
- ❖ Purpose is about revealing YOUR OWN inner greatness.
- ❖ Purpose inspires you to do more.
- ❖ Purpose drives a culture of great and is the key to living a life of fulfilment.

“When you have got purpose, everything becomes possible.”

Lewis Pugh

“You are not here to merely make a living. You are here to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand”

Woodrow Wilson

EXERCISE ONE: DEFINING YOUR OWN PURPOSE IN LIFE:

Have a go.

Define your own personal purpose statement.

Capture “the why” in your own personal life – write it down in one clear concise and compelling sentence.

It’s STEP #1 in building a potent personal brand.

STEP #1 to moving beyond any need for outer motivation – into the world of inner inspiration.

It’s what leads you to living a life of fulfilment and happiness.

Write it down.

NOTE:

Appendix #1 is a one sheet Personal Brand Blue Print. It’s included to help you to capture your own 3P’s – Purpose, Priorities and Performance Goals all on one page.

Here’s my personal purpose statement to further help you to formulate yours:

“helping people to achieve their own greatest potential in life.”

I’ve devoted the second half of my life to sharing insight, innovation and inspiration – and so by – helping people to achieve their own greatest potential.

I speak about it – I write about it – I teach about it.

“Your why is who you are – wherever you are”

Step Two

Setting

Your Priorities

“Your priorities dictate your destiny.”

Step Two: Setting your Priorities

“The most important thing I have learnt in life is to FOCUS my energy on what is important in life”

Bill Gates

Setting one’s priorities right is one of the most important actions you can take in life.

Priorities dictate ones destiny.

Yet, it’s surprising how few people are able to clearly articulate their “Big Five” priorities in life.

Some out of ignorance, some out of fear, and some because they cannot see the value in doing so.

- ❖ Clear priorities focus your finite energies
- ❖ Clear priorities help YOU to make better YES/NO decisions in life.
- ❖ Clear priorities steer YOU towards what you want in life.
- ❖ Clear priorities make life far easier for YOU.
- ❖ Clear priorities empower you.

“If you do not empower yourself, someone or something will overpower you”

Dr John de Martini

We are all unique human beings – and our priorities do differ.

But, the priorities of the great champions do present a pattern from which we can all learn and grow wiser.

Indeed

“Human greatness leaves footprints”

The good news is that these patterns can be mapped – and modelled.

If you want to build a great personal brand, it's wise to follow the GREAT CHAMPIONS, to see how they set up right with their "BIG FIVE PRIORITIES" in life.

"If I have seen further than others, it is by standing upon the shoulders of giants."

Sir Isaac Newton

Here we go then – this is how the great champions set up right.

The hierarchical order of their top priorities being of utmost importance.

Priority Number One: YOURSELF.

Many people see their FAMILY as their #.1 priority in life.

They put their family right at the top of their hierarchical list.

The great champions do not do this.

Why?

"Life is about setting up right to be able to inspire and help others."

Herein lies the key to HUMAN GREATNESS – defined as achieving Sustained Success and Significance. (3S's)

"You can only help others if you set up right yourself."

You can only help others if you take care of YOURSELF FIRST– by placing YOURSELF at the top of YOUR priority list.

This may sound like a selfish act, but it's NOT.

In life you cannot put the cart before the horse.

To impact positively on others you must ensure that you are always being coming from a position of strength.

Consider the following wisdom from Bob Bulford:

“Champions recognize that self-interest is central to one’s human design, but count the greatest gain as the goodwill of fellow humankind.”

Add these wise words from American professional life coach Corey Wayne:

“By taking care of yourself first, you’ll put yourself in a position to have abundance to take care of others.”

Just think about all the people you could help because you helped YOURSELF first.

Bill Gates is a wonderful example – empowering people all over the world to do more through Microsoft – and through his charity foundation.

The great champions of life ensure that they are always coming from a position of strength.

Making YOURSELF priority #1 sets you up for all good things to happen to YOU – and those important to YOU.

Priority Number Two: YOUR PURPOSE (YOUR WHY)

As highlighted in Chapter One, PURPOSE is why you exist.

Purpose is 'the why' in your life.

It's the one thing that you become an expert in, so that you can positively influence and contribute to this world.

“Every living being was born to accomplish certain purpose. It's the knowledge of that purpose that enables every soul to fulfil it.”

Mohammed Ali

Invest wisely in your purpose – your vocation– as the world, your family, your friends, your colleagues, your clients need YOU.

Your contribution and your impact on others will always be more valuable when 'your why' is clear and compelling.

Note: Your family cannot be 'your why' as 'your why' is who you are – wherever you are, not just at home, but also at work or out with friends.

Priority Number Three: YOUR FAMILY & FRIENDS

Here it is as Priority #3 – the critical importance of your Family and your Friends.

Prioritise both as they play a vital role in your life.

The investment which you have made in BRAND YOU (Priority #1) and YOUR PURPOSE (Priority #2) will impact on those who you love and cherish.

Your contribution will be immense – if you set up right in life.

Priority Number Four: YOUR HEALTH & YOUR WEALTH

Both are important as they can easily be lost if you do not prioritise them.

Invest wisely.

The key to health is to strive to live a balanced life.

Living a balanced life means getting it right in all three realms of life and health, namely:

- ❖ PHYSICAL – what you put into your body.
- ❖ CHEMICAL – what you put into your mouth.
- ❖ EMOTIONAL – what you put into your head.

Each realm is of equal importance.

One of Britain's greatest ever athletic champions, Sebastian Coe once shared the following wise words on the subject of wellness:

“We all have a finite amount of energy. Whether you use physical or mental energy it all comes from the same source. Wherever you focus your energy you're either filling or depleting the same well ”

Optimum health comes from maintaining optimal balance.

Optimal balance comes from keeping our 'energy well' filled in all three realms – with all three energy buckets – Physical, Chemical and Emotional.

There is no point doing everything right in the physical and chemical realms, if one drains 'the human energy well' via the emotional realm.

It's all one.

We must strive to live our lives in balance.

“Too much or too little of anything for too long creates a state of imbalance.”

When it comes to your wealth – your financial wellness – it's important to empower yourself. Some people do not.

They fail to prioritise their wealth – they fail to prioritise money, herby often remaining poor in life.

They like to believe that money is the root of all things evil.

It's not.

It's the love of money which is the root of all kind of evil.

There is a big difference

Prioritise your money as money is great enabler in life – especially when you are in the league of Bill Gates, Warren Buffett and other worldwide billionaires – who have committed to give away more than half of their wealth to select causes.

Priority Number Five: YOUR LIFESTYLE.

Every one of us seeks a desired lifestyle.

If you do not prioritise the things you love to do, they will pass you by.

What's more is that if you do not take 'time out' – you will run the risk of burn out.

We have defined Human Greatness as:

“Success and Significance Sustained”

It's the third 'S' which is crucial.

The great champions know that if they are to sustain great- they need to manage their finite energy levels.

You have to find time to:

“Relax & Refuel “

One cannot keep running a car on empty.

By prioritising your lifestyle choices – making time for the things you love to do- you will find the energy to 'step up to the plate' when required.

Whether it's running, sailing, fishing, reading, shopping, whatever – it's vitally important to find the time to re-energise yourself.

“You're only here for a short visit. Don't hurry, don't worry. And be sure to smell the flowers along the way.”

Walter Hagen

Now you know. The Great Champions set up right. They prioritise right.

Here are their BIG FIVE priorities in hierarchical order:

- ❖ Priority No.1 : YOURSELF
- ❖ Priority No.2 : YOUR PURPOSE
- ❖ Priority No.3 : YOUR FAMILY & FRIENDS
- ❖ Priority No.4 : YOUR HEALTH & YOUR WEALTH
- ❖ Priority No.5 : YOUR DESIRED LIFESTYLE

Step Three

Setting and aligning Performance Goals

“Average is not where I want to be in life”

– Kelly Slater: 11 times world surfing Champions

Step Three:

Setting and aligning your Performance Goals

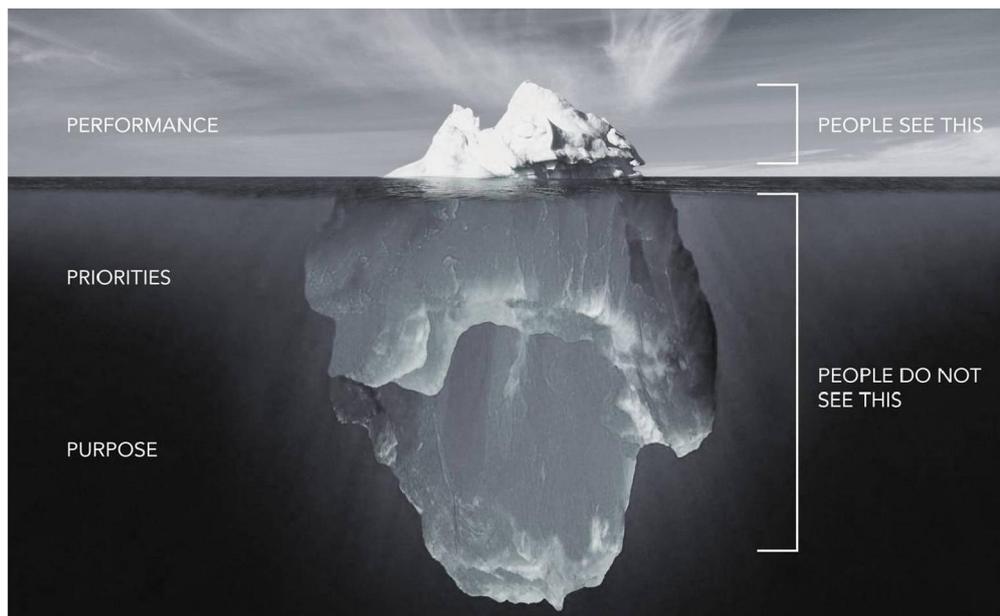
“Strategy without execution is worthless”

You have done all the hard yards by defining your Purpose and putting your Priorities in place.

You have set up right and it's now time for action.

It's time to let the magic begin.

It's time for the 'P' which sits above the water – the part which people see – your Performance.



Your Performance Goals need to be congruent with your Purpose and your Priorities.

It's this level of congruency which will determine the level of your performance.

If not congruent, you will run the risk of falling into the trap of average people – average performance – called PROCRASTINATION.

To avoid this common human trap – your performance goals need to be:

- ❖ AUTHENTIC
- ❖ ALIGNED
- ❖ ACHIEVABLE

1. SET AUTHENTIC PERFORMANCE GOALS.

YOUR goals must be YOUR goals.

Unless your goals are authentic you will lack INSPIRATION from the inside – and will constantly be looking for MOTIVATION from the outside.

Don't chase other people's goals.

2. ENSURE YOUR GOALS ARE ALIGNED WITH YOUR PURPOSE & PRIORITIES.

It's smart to set only FIVE performance goals for the current year – one for each of the BIG FIVE PRIORITIES you set in STEP #2.

Keep focussed. Keep it simple.

You can fill them in using the BRAND BLUEPRINT in APPENDIX #1

Here are some guidelines on the next page:

1. Invest in YOURSELF.

.....

i.e. What are you going to do to improve BRAND YOU this year?

2. Invest in YOUR PURPOSE.

.....

i.e. What are you going to do to increase your expertise this year?

3. Invest in YOUR FAMILY & FRIENDS.

.....

i.e. What are you going to do to build your relationships with Family and Friends this year?

4. Invest in YOUR HEALTH & WEALTH

.....

i.e. What are you going to do to increase your health this year?

i.e. What are you going to do to improve your financial wellness this year?

5. Invest in YOUR DESIRED LIFESTYLE

.....

i.e. What are you going to do to 'Relax & Refuel this year?

“I’ve had to do a lot of inner engineering as I like to call it”

Novak Djokovic

As per business guru Peter Drucker, make your goals “SMART”: Specific, Measurable, Achievable, Relevant, and Time related.

3. MAKE SURE YOUR GOALS ARE ACHIEVABLE

Nothing is more disempowering than setting fantasy goals – goals which are unrealistic – goals which are not achievable.

It's fine to have stretch goals, but they must be achievable.

Finally it's important to add one final ingredient to the recipe – that of celebrating achievements – celebrating milestones.

Make sure you reward yourself along the way.

Reward fires you up for the next great achievement on your journey through life.

Live the journey.

“Life is not a race, but a journey to be savoured each step of the way.”

Brian Dyson

Final Step

Putting

it all into ACTION

*“Mastering others is strength. Mastering yourself
makes you fearless.”*

– Lao Tzu

Final Step: Putting it all into ACTION

“There is no passion to be found playing small—in settling for a life that is less than the one you are capable of living.”

Nelson Mandela

Congratulations on POWERING UP YOUR PERSONAL BRAND – powering up your life.

Now you have a HIGH LEVEL PERSONAL BRAND – with all the P’s congruent and aligned for action.

Your PERSONAL BRAND SCORE on the Everest Barometer in the prologue of this book should now be far closer to NINE out of TEN.

It’s time to deliver.

Make no mistake life will continue to throw challenges at you – but you are now far better equipped to handle whatever comes your way.

“Your PERSONAL BRAND will serve you well as your compass in good times and your scaffolding in challenging times”

It’s also important to know that we are all merely human emotional beings.

I’m a big fan of what can be termed: “THE 90/10 RULE.”

“By investing 90 % of your time and energy into the three P’s of Personal Branding – you will find yourself firmly on the path to human greatness”

And the other 10 %?

There will always be those moments when we want to ‘let our hair down’ – or we simply ‘drop the ball’.

Don’t worry, be happy.

But, be sure to climb back on the 90 % horse as soon as possible.

You will soon realise the rewards.

And so will those around you.

“Personal Branding is the inner magic which ignites the outer magic.”

It’s time for action.

It’s time to unleash your full potential on this world of ours.

Go Great.

Rob

Visit www.thegameplan.co.za to find out more.

I speak, I write, I coach: If you need any help, please do get in touch:

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Appendix #1: Putting it down in writing.



My **PURPOSE** in life is:

.....

My **BIG FIVE PRIORITIES** in life (in hierarchical order) are:

1.
2.
3.
4.
5.

My **FIVE PERFORMANCE GOALS** for current year are:

1.
2.
3.
4.
5.

Acknowledgements: A few words of thanks

“Nothing great was ever achieved by an individual acting alone. Look below the surface and you will find that all seemingly solo acts are really team efforts.”

John C. Maxwell

Thank you to all who have helped me in putting this book together.

Without you, this book would not have happened.

Thank you to my sons, Shane and Brandon.

And finally, THANK YOU TO YOU for taking the time to read my book.

Your feedback is always appreciated: robopie@thegameplan.co.za

Please do share this eBook with family, friends and colleagues.

Visit www.thegameplan.co.za to find out more.

If you need any help, do get in touch:

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