

je ne sais quoi . . .



- ▶ THE LOOK
- ▶ THE EXPRESSION
- ▶ THE CORE
- ▶ THE BRAND

described

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DISCUSSIONS ON COMMUNICATING THAT SPECIAL SOMETHING THAT WE ALL POSSESS.

Top 10 Brand Busters Pt. 1

Here are 5 of 10 personal brand busters.

1. **Over committing or not showing up:** We're busy, in fact statistics tell us busier than we've ever been. With the number of offers, advertisements, events, invitations, etc. we receive on a daily basis, it's hard not to want to do it all. The problem is that we can't. While our last minute cancellations/no-shows or tardiness may seem perfectly valid to us, it is often perceived by others as a lack of respect. As a recovering "over committer", I have personally felt the negative impact of being over committed.

2. **Interrupting:** Communication is the key to progress in any relationship. When you interrupt, you abort the communication process, thus hindering progress. While it may feel that your point is relevant or may advance the

communication, the "interruptee" now feels disrespected, tune out and stop the communication process. Eventually, you'll be known as someone who doesn't listen, ultimately excluding you from the important flow of information.

3. **Defending:** Constructive feedback is hard to receive for most of us. It may leave us feeling less confident, and as if others now have less faith in us. However, if we think of feedback as a way to improve, we can change the way in which think about how to respond. The proper response is simply "thank you" since they cared enough to help you improve. Try it the next time you want to defend feedback.

4. **Being negative:** While we don't expect people's lives to be perfect, we do appreciate the brighter side of things. For some, it's always dark. There are many psychological reasons for this. None of which I am



qualified to explain. However, I know the effect of it is often a lack of opportunity, very little feedback for improvement, and a general sense of unhappiness that causes others to keep their distance.

5. **Withholding a "thank you":** Thank you. Simple, long lasting and always appropriate words to say when someone has done something deserving of it. Withholding these words can leave a long lasting negative impact on your brand, and yet so many go without saying it.

You can read more on each Brand Buster @ www.evidentlyassured.com

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Brand Tip of the Month

Pay attention to the way people respond to you and recurring feedback that you get. People's response to you is one of the best ways to get feedback about how you are perceived. For example, do people often look confused when you speak? Do they make comments about your humor? Do people mention your style of dress? Whatever the feedback, consider it and make necessary adjustments if needed to enhance your brand.