



## **Establishing Your Personal Brand**

AAPC Webinar

June 29, 2021

### **How to Distinguish Yourself from the Oversaturated Market**

1. **Have a clear understanding of what you are selling.**
  - a. Evaluate your skills and ensure that your experience matches with the requirements laid out in the job you are applying or interviewing for. Tailor your resume to the job description and come prepared to an interview by doing your research on the company or campaign you are applying for.
2. **Know your audience and your target audience in all the spaces.**
  - a. Whether it's in social media, a speaking engagement, a client pitch, or the overall industry, understand first who you are talking to and who you are trying to reach with your brand and your message.
3. **Take risks.**
  - a. Think outside the box. Political consulting and campaign work is always evolving, and consultants need to stay on their toes. This includes finding unique ways to distinguish yourself from all the other resumes in the pile.
4. **Be authentic.**
  - a. Always be your true self, even if that makes some people uncomfortable. In the long run, more people will respect you for your authenticity than if you "played the part."

### **Where to Start When Building your Network**

1. **The importance of building your network.**
  - a. Political consulting is an industry that highly values relationships. Your network is your net worth - everyone has a value in politics. Connections often lead to new business leads, clients, or job interviews. Don't underestimate the power of reaching out to people, making a good impression, and staying in contact.





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2. **Networking is an outdated term.**
  - a. Make meaningful connections, build relationships, return phone calls and emails. Your reputation for respecting relationships will last longer than your business card.
3. **Build your reputation.**
  - a. If your goal is work in political consulting and campaigns for the long term, begin your career with smaller races. This will give you time to build your reputation, create relationships, and get into the swing of the business before taking on bigger projects. Later on in your career, this applies when entering a new market or building a new clientele list.

## **Do's and Don'ts to Break into the Business**

1. **Determine your unique value proposition.**
  - a. What sets you apart? What value do you bring, either in skill or personality?
2. **What is your Why?**
  - a. Know first within yourself why it is that you do what you do and what your principles and boundaries are. Make it clear to your clients and potential clients why you chose to do the work you do. It adds value and context.
3. **Never, ever lie.**
  - a. Not about you, not about your clients, not to your clients.
4. **Don't hire your friends.**
  - a. Yes, political consulting is a relationship business. That being said, it's also important to hire people who you know can do the job well, and who you feel comfortable working in a professional manner with. Do not just hire someone because they have patronage if they can't perform their job requirements.

