

**IT'S MY  
BRAND**

**NOT  
YOURS**



**TAYO ABOBARIN**



**IT'S MY BRAND, NOT YOURS**  
by TAYO ABOBARIN

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This is about you.

Show the world your value.  
Do it because you can.  
Lead where you are.  
Be worth copying.  
Be an original.

Be you - the best version possible.

It's your brand,  
not theirs, not mine.

# Content

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YOUR BRAND, NOT MINE

SELF WORTH

BELIEFS

CONFIDENCE

COMPETENCE

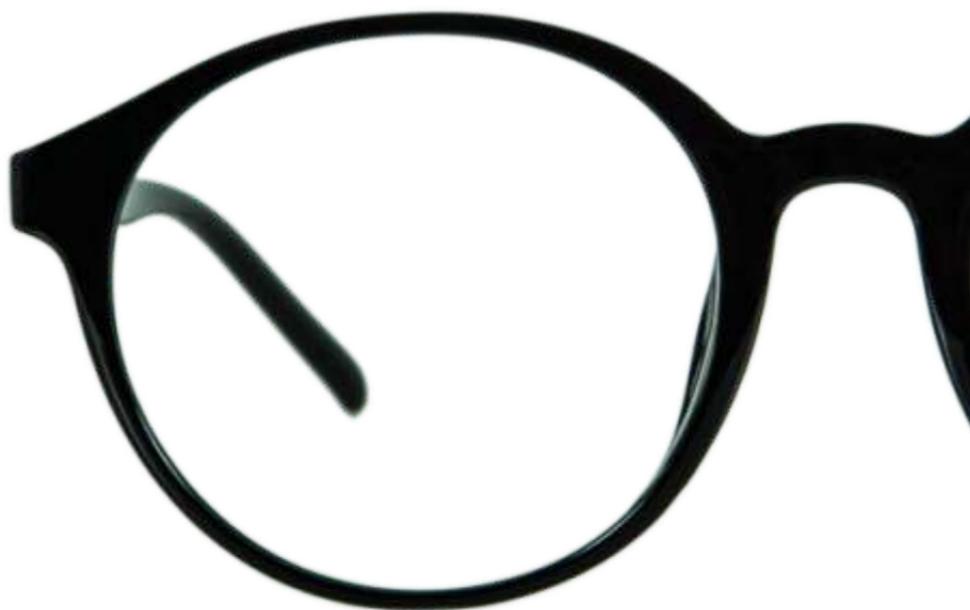
MESSAGE

VOICE

ANY QUESTIONS?

# Your Bra

...a level where you get spoken of and more preferably, spoken for, especially when you're not in the room.



# Your Brand, not mine

*This book will not attempt to change you or make you something you're not. The purpose is to help you better understand who you are or can become and how to communicate your peculiarities and uniqueness profitably.*

Two things are critical if you want to take your personal brand to the next level. And by the next level, I mean a level where you get spoken of and more preferably, spoken for, especially when you're not in the room.

These are:

1. The quality of your work
2. Your investment in people

Some people get good jobs/opportunities because of the quality of their resumes, others do so because of the strength of their personal brand.

The major difference is, when you get the job because of your personal brand, your competition is almost non-existent and you have a better chance at negotiating the terms.

There are three types of personal brands, and these are based on individual level of clout or influence.

**Influencer:**

As an influencer brand, you are the brand and the brand is you. You have an audience and they look forward to your message and look up to your example. Your audience is not limited by geography or means.

**Follower:**

This is when your personal brand is primarily a reflection of another's. Like most deputies, assistants, first ladies, etc.

**Inactive:**

Everyone has a personal brand but not everyone can be under the spotlight. With an inactive personal brand, your audience is limited to your immediate environment - friends and family.

It is possible to have a hybrid of both influencer and follower brands but one is usually dominant or more pronounced. Each of the above serves their own purposes and you need to understand which is the best fit for you for as long as you desire. The focus of this book however is only on influencer brands.

## **A Service Provider**

You would have heard before that your work speaks for you. Everyone with a credible personal brand is a service provider. If you don't have any tangible value for which you can be sought after, then your personal brand is as good as inactive.

## **A Thought Leader**

Becoming a 'thought leader' on social media is quite easy. Simply add it as an appendage to your profile/bio and 'bam!' you're one. I'm hoping that's not the type of perception you're seeking. I'm hoping that you actually have a message to share or an idea that you will like to inspire people with, because that is what it means to be a thought leader.

## **Clients and Audience**

Your clients give you money for the value you provide, your audience or community gives you clout. I don't need to tell you why you need money. Who doesn't? A few people will be in the bracket of clients and audience. Some get converted from audience to clients and others don't really care about your message, just deliver.

# Self work

Let's start from inside-out - what do you deserve?



# Self worth

Let's start from inside-out - what do you deserve? We all have some deep-rooted beliefs about ourselves based on the stories we've been told or the experiences we have had growing up. "I'm okay but definitely not the best in my class," "I look good but I'm not that pretty," "I know my limits, so I'll just stay within my boundary," "I don't deserve that, this where I belong," "I don't want them to think I'm proud."

We've all got something about ourselves we really wish we could change, but completely out of our control. The only thing that we can control is how we deal with it. And the way I see it, we have two choices. We can lay low, or we can stand tall. (Tall Girl - 2019, Netflix.)

On the flip side, many of us are looking for people

that will accept us for who we are. Who are you? What if the answer you've always had to that question is totally wrong. For example, you might believe that you are a no-nonsense person and whereas, you might just be a grown up bully.

Your self worth determines the kind of goals or dreams you pursue, the type opportunities you look out for, and the class of people you approach in a large gathering. Birds of the same feather flock together, right?

Look around. Do you think you deserve better? Go for it! I know you need more than motivation right now but I'm not even good at motivating people. Motivate yourself and do better.

# Beliefs

**...what you call 'your way' of doing things  
may just be a borrowed habit.**



# Beliefs

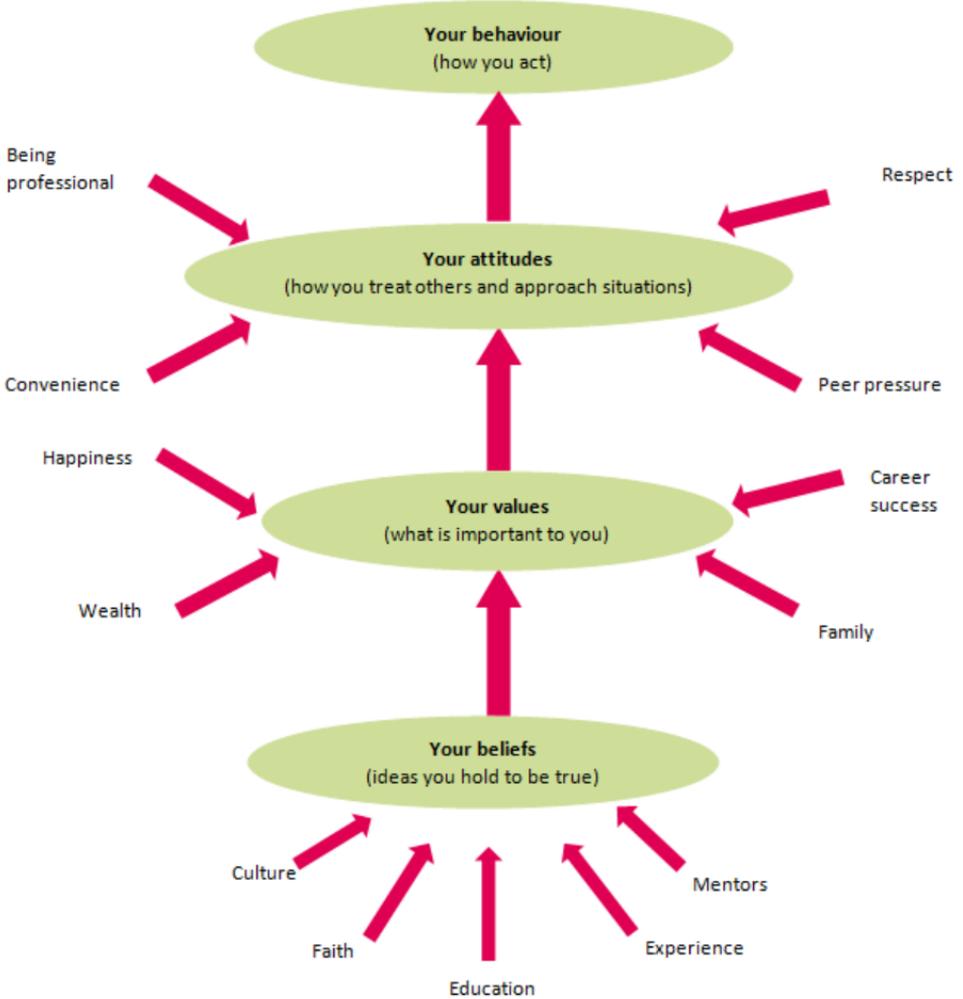
Everything you know or do right now, everything you believe, was learnt from someone. Understanding that you're not the source of all knowledge will make it easy to accept that what you call 'your way' of doing things may just be a borrowed habit.

Your beliefs are mostly peculiar to you. They can be from your experiences, culture/society, religion, or what other people say (e.g. mentoring, parenting, education).

“People don't spend this time of the year.” “There are no jobs.” “Traveling by air is for the rich. “Men are scum.” “Women are liars.” These are just a few examples but I believe you get the idea.

Your character, attitude and behaviour is a

reflection of your beliefs. The diagram below puts it in a better perspective:



*Personal beliefs, values, attitudes and behaviour  
- IAA, New Zealand*

# Confiden

**...for the bearer of the message to be remembered she definitely has to be worth remembering.**



# Confidence

Being an extrovert or introvert has nothing to do with this. If you're a shy person, you will have to work on that. If you're not, awesome!

What you call being confident might be what someone else calls showing off. But hey, you're not them right? You have to be comfortable being yourself. I don't like social media but it's super important so I try my best to show up online as frequently as possible. Don't fake it, but while being yourself, you have to be a kickass version of yourself.

## **Personal style**

Two things are important when thinking about your personal style, and these are comfort and look.

It's okay to have a personal style. You might love casual, trendy, hippie, etc. You should however ensure that with your personal style, you look classy. With how you look, you will tell people what you deserve without even opening your mouth.

You can't afford to be lost in the crowd if you aim to be an influencer brand. You have to look different, especially when and where it matters. As in every branding scenario, consistency matters. Think of any personal brand you admire, they all have a unique style. Some are outrageous and some are subtle. The most important thing is that you can not afford to get lost in the crowd.

Your message matters, but for the bearer of the message to be remembered she definitely has to be worth remembering. Look the part. Don't just look nice... Look different.

Character is also critical. You need to love, value and respect people. The long term value of your brand depends on it.

# Compete

**...confidence will give you the packaging that stands you out, competence will keep your audience (or clients) devoted to you.**



# Competence

Let's talk about the value you offer- your **service**, **content** or **influence**. Whatever you do, you have to be really good at it. I assume you already know that. While confidence will give you the packaging that stands you out, competence will keep your audience (or clients) devoted to you.

There are people that rely mostly on first time clients because they never seek to impress and barely even satisfy their clients. That sucks. If you don't love or enjoy (yes, enjoy) what you do, it will be hard to give or be your best at it. Please find something else you enjoy doing that you can be much better at.

You don't have to be the best in your industry, but you must be the best at something related to what you do. You don't have to be the best consultant,

but you can be the best at presentation. You don't have to be the funniest comedian, but you can be the most weirdly dressed. You don't have to be the prettiest actress, but you can be the most fashionable.

It might take awhile but you should commit to figuring out what your own 'best' is.

# Message

You have an audience and the spotlight is on you. What's your message?



# Message

*“Please Mr. Abobarin, introduce yourself.”*

I was asked that question a long time ago at a presentation but I was quiet for just too long and I didn't realise it until someone else broke the silence. The issue was, I just graduated as a student of architecture though I was working part time as a User Interface designer at some startup in my final year. However, the proposal I submitted to this company was that I could significantly turn their brand identity around and they would consequently make much more money. I had read in some book about sending out proposals and I was just experimenting, so I totally wasn't expecting them to call me for a presentation. I messed it up.

The challenge wasn't incompetence. I had some

graphics design and website design experience, I must have been good enough for someone to have employed me despite being an undergrad. The challenge was that I didn't have a message. I was wondering if I should say I'm an architect, a website designer, a graphics designer or all of it and maybe more.

Today, I don't just have a message, I have two. One is universal and the other is specific. My universal message is that I am The Brand Architect - I help my clients create a favourable and profitable perception using design centered solutions. My specific message right now is our present and on-going discussion - Personal Branding.

Your message is how you communicate your competence and beliefs. Your universal message is your mantra, mission statement, value proposition or whatever you choose to call it. Each time you create a post, make a video, share a podcast or write a book, you're sharing a specific message. Your universal message stays the same but your specific message varies depending on the topic or situation at hand.

You have an audience and the spotlight is on you.  
What's your message?

# Voice

...tell stories, use lots of analogies, crack jokes, have unique presentation style, or use a combination..?



# Voice

How your message is delivered. Your delivery style. Should you sing, use artistic illustrations, tell stories, use lots of analogies, crack jokes, have unique presentation style, or use a combination of other delivery styles? I don't know.

Some people use really long captions on their Instagram posts, others don't. Some people are aggressive with their message (think Gary Vee), others are subtle. The important thing is that you master and maintain a particular delivery style. It is critical to being memorable.

Consistency with your content type also matters. You can stick to a few or use as many as you possible. Here are some options but you will have to decide which platform suits you best...

- Articles (for blog, social media or newsletter)
- Bios, Tweets & Statuses
- Videos & Podcasts

Creating content is hard. Perfecting your delivery style and being consistent with it is harder. But it's your brand, not mine. If you don't take responsibility for it, no one else will.



# Any Questions?

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I have a more comprehensive ‘magic book’ on Personal Branding, and another on Brand Strategy for Growing Businesses.

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You can also subscribe to my irregular letters at [www.tinyletter.com/tayoabobarin](http://www.tinyletter.com/tayoabobarin)

No. I’m not on social media...

