

# The Art of Hello™

## Professional Branding

*Be Remembered in a Noisy World™*



Paula Calise

**STEPS TO YOUR PROFESSIONAL BRAND INTRODUCTIONS**

**KNOW YOURSELF**  
*Force Yourself to See the Forest for the Trees*

**See patterns.** Look for the uniqueness across your successes that describe the essence of your professional life.

**Helpful to work with a partner. Use one of these exercises:**

- 6 Successes/Accomplishments/Completions/Points of Pride OR
- Perspectives: Your Client, Boss, Peer, Employee, Your Mentor OR
- Deeply Investigate Your Biggest Baddest Accomplishments OR
- Describe The Impact of Your Work on Others

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**CRAFT YOUR CAPSTONE BRAND INTRODUCTION**


AFTER hearing your own stories, craft your capstone, which describes the essence of your professional life. Likely fall into one of these **7 archetypes**.

- 1. The Biggest Baddest Thing You Have Done** *Karen: I revitalize tired brands.*
- 2. Newest Accomplishment** *Shauna: I help manufacturing plants become LEED certified.*
- 3. Your Work in a Bigger Context** *Jennifer: I am an economic development professional, I keep North Texans in water for decades to come.*
- 4. Results of What You Do** *John: I am a billion dollar brand builder on the back of old fashion brick and mortar retail.*
- 5. The Essence of the Person** *Mike: I help my clients become comfortable and confident in their financial futures.*
- 6. Repeated Success** *Bill: Introducing the right people, at the right time, for the right reason.*
- 7. Aspirational** *Christiana: By day I sell cloud technology, by heart an advocate for organ donations.*

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**CREATE YOUR PILLARS**

Capstone - Short 10 Words or Less  
 Pillars are **Additive**, They Support and Fill Out Your Professional Story



**Pillar 1:** Additive or Supportive of Your Capstone  
**Pillar 2:** Additive or Supportive of Your Capstone  
**Pillar 3:** Additive or Supportive of Your Capstone  
**Pillar 4:** Additive or Supportive of Your Capstone

Use These Pillars To Fill Out Your Brand, Use When Appropriate

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**TEST OF THE PROFESSIONAL BRAND INTRODUCTION**

<b>Gut Check</b>	How Does Your AOH Feel?
	Clear
	Actual
	Specific
<b>CASBAH</b>	Brief
	Authentic
	Honest
<b>Phone a Friend</b>	Represents You?
	Repeat Verbatim?

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**Thank You!** Paula Calise | Recruiter: Filling Hard to Fill Positions | Speaker: The Art of Hello™  
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