

A vibrant scene of a hot air balloon festival. In the foreground, a large, multi-colored hot air balloon (red, yellow, blue, and white) is partially visible, with its basket and burner system. Below it, a golden field stretches across the bottom of the frame. In the background, numerous other hot air balloons of various colors and designs are floating in a clear blue sky. Some balloons feature logos, such as 'MasterCard' and 'VIP'. The overall atmosphere is bright and celebratory.

**The Real-World  
Guide to**

# **AUTHENTIC PERSONAL BRANDING™**

**A holistic approach  
about the power  
of visibility,  
both online and  
face-to-face**

**By JON MICHAIL**

**Image Group International**

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# TABLE OF CONTENTS

## **Introduction: Why real personal branding matters**

### **Step 1. What is Personal Branding?**

- 1.1 Standing out in a forgettable world
- 1.2. Why personal branding: Step Up to Stand Out!™
- 1.3. The risks of a weak personal brand
- 1.4. What are the benefits of an effective personal brand?
- 1.5. Building the best personal branding system
- 1.6. Building foundations
- 1.7. Practising mastery
- 1.8. First impressions: How do you show up?
- 1.9. Establishing influence

### **Step 2. Promoting Your Credibility**

- 2.1. Your communication plan
- 2.2. Promoting your personal value

### **Step 3. Actions, Results, and Maintenance**

- 3.1. The benefits of personal branding
- 3.2. The power of personal branding

## **Why our clients choose us**

## **Your next steps: Your personal brand puts you in control of your personal story**

## **Our success stories**

## **About Image Group International**

## **Contact Details**



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4



This is taken from the honest, real-world approach that I've developed over the last 30 years, which I've successfully practised in thousands of seminars, workshops, and one-on-one coaching around the world. It's all tried, tested, and successful, that I've been using to help my clients create their own strong, individual personal brand.

In this guide we'll lead you through the steps of how our team and I at Image Group International will help you develop both your face-to-face and online personal brand into a strong, memorable, magnetic entity, and then how we empower you to use this brand as your pathway to success.

**Are you ready to see where *real* personal branding can take you?**





## What is Personal Branding?

We all have a personal brand; *it's how you 'show' up*. It's who we are. A personal brand is simply the process that marks people and their careers as a 'brand'.

**Personal branding, on the other hand, is the system that activates your personal brand.**

Personal branding isn't just about promoting yourself solely on social or mainstream media. *Real* personal branding enables you to create a strong, magnetic personal brand that shows your true, authentic self. It's about making positive, long-term changes in your life that makes life worth living, and so people understand *who* you are, where you're coming from, and the value that you can deliver.

And an authentic personal brand means anchoring your actions, decisions, and how you look back to your defined personal values, purpose and goals—which is the role of personal branding.

Strong personal branding means having *substance*... and substance enhances your reputation.



We live a world where names like Kim Kardashian and Paris Hilton are better known than those of Sheryl Sandberg, or Larry Page. The cult of celebrity has become more valued than people who have created meaningful, real change in the world. But *real* personal branding isn't what the Facebook and Instagram generation thinks it is.

Real personal branding isn't a competition to become more famous, more visible on social media. It's not about flashy cars or expensive jewellery. Real personal branding enables you to stand out in a busy, complicated world, and show others that you're genuinely worth their time and attention.

Real, authentic personal branding is *not* social media excess.

**Real personal branding is about WHO you are in the real world. Face to face.**

Real personal branding is built on your abilities, your personality, character, and your presence.

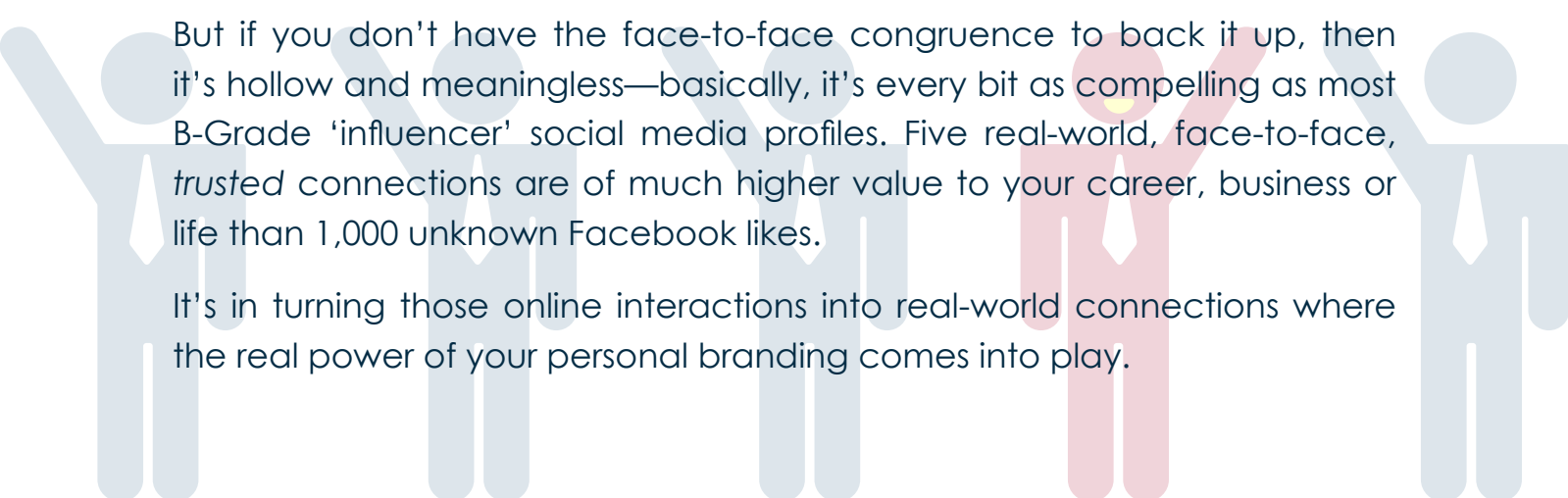
**Your personal brand is who people remember you as, and talk about after meeting with you.**

*This* is why real personal branding matters.

There is an online element, of course. Clients, recruiters, investors, the bank staff doing a personality /credit check—even future life partners—will all use your online presence to find out more about you. These days it's essential to have an online presence that's congruent to your real world personality. Your self-esteem and positive mental health depend on it.

But if you don't have the face-to-face congruence to back it up, then it's hollow and meaningless—basically, it's every bit as compelling as most B-Grade 'influencer' social media profiles. Five real-world, face-to-face, *trusted* connections are of much higher value to your career, business or life than 1,000 unknown Facebook likes.

It's in turning those online interactions into real-world connections where the real power of your personal branding comes into play.



## 1.1 Standing out in a forgettable world

In today's competitive workplace, distinguishing yourself significantly from your peers can be a challenge. It's not just about 'getting the job' anymore; it's about building, positioning and marketing your own personal brand so you can maximise *all* your value, whether it's building your career, building your wealth, for entrepreneurs growing their business, or for changemakers looking to make a real, tangible difference in the world.

But what does that mean – 'personal brand'? Much like the brands that we all know, such as Bill Gates, Richard Branson, Oprah Winfrey, or Steve Jobs, and the corporate brands like Virgin, Google, Telstra, Coke, Nike, or McDonalds, your personal brand in the workplace is a combination of the product you offer (your job performance), the values that you embody (your why), and the value that you add, and how the three work together to create the 'wholeness' that is you.







A personal brand is much more than a job title: it's a holistic look at your purpose, goals, passions, values—'what you stand for'—and how those figure into and enhance what you offer an employer, the board, your clients and stakeholders.

Oftentimes, it's the individuals who truly know what makes themselves tick, what makes them interesting and compelling, that are differentiated to stand out from their peers. These people capitalise on their difference, parlaying them into an advantage.

An individual's 'personal brand' can be the thing that gives a sales executive a competitive leadership edge, an upcoming assistant the ability to catch the eye of the CEO, a senior executive the visibility to be recognised as a future board member or an entrepreneur to win the pitch with investors.

Of course, a personal brand is only as good as the reputation you're able to build around its unique promise of value and what you ultimately deliver. Consequently, authenticity and honesty become the most important building blocks for your personal brand. They're what enable people to seek out your opinion as one that matters; they enable changemakers to be seen as someone who's truly striving towards a better world; they empower entrepreneurs to build their business from the ground up.

Your personal brand is your insurance policy for good and turbulent times.



## Face-to-face vs online

But what a lot of people get confused is personal branding vs. social media branding. Simply splashing your face, name, and 'motivational' quotes all around social media isn't sustainable personal branding.

It might be your personal brand, yes, but operating your personal brand *purely* online, with no face-to-face element to back it up, is hollow. It's empty. Substanceless. It might as well be a robot.

Face-to-face personal branding enables you to build a strong foundation of your personality, goals, and passion, and then develop your brand from there.

It's important to have the right social media accounts these days, it's true. They can serve to make you more visible to employers, peers and clients, but they're not the be-all and end-all of personal branding—just one aspect of it.

In a flash-in-the-pan, surface-level world, a lot of people confuse this. They don't understand that your personal brand goes deeper than your online presence and they both must be congruent.

But this is what most of the world's wealthiest and most influential businesspeople and changemakers do understand. They know that who they are in the real world, in face-to-face meetings, *that* is what makes them memorable. Historically *that* is what enabled them to grow their networks, build their power and wealth, and get them to where they are today. Today they simply use the online world as a tool to enable them to grow their already strong personal brand.

And if it's good enough for the world's wealthiest and most influential people, then surely it must be good enough for you too.

So let's look at your personal brand, and what it really means.

But first of all we need to determine what's holding you back from taking control of your personal brand in the first place.





## What's holding you back?

As humans we've all got stories that we tell about ourselves, and beliefs that we hold about how we fit into the world.

But what you might not realise is that it's one of these beliefs that are holding you back. There's usually one main belief that's limiting your potential to achieve great things, and is silently sabotaging your life.

Can you think of any beliefs that are holding you back?

It can be hard. They often mask themselves as self-preservation instincts, or 'sensible' thoughts. But identifying this roadblock is a huge first step in unlocking the door to your success.

Here are the 12 biggest self-limiting beliefs I've come across.

1. I'm too old
2. I'm not smart enough
3. I'm not educated enough
4. I'm afraid of trying and failing
5. You have to have money to make money
6. I come from a working class background, this is not for me
7. I've already tried everything
8. It's selfish of me to want more
9. I hate looking in the mirror
10. I don't feel that I really deserve it
11. I don't have the willpower
12. All the good ones are taken

After reading this list, one of these beliefs probably resonates more strongly with you—which means *that* is the one that you've got to “let go” if you desire to grow. That's the belief that's stopping you from putting your life on a pathway to success.

The thing about these self-limiting beliefs is that they're insidious, and work to affect you on a deep subconscious level. At such a level, this means



they can be holding you back from achieving a number of things, such as making more money, feeling more love and connection, or achieving your health goals. They're effectively stopping you from making a positive impact on multiple areas in your life.

This one belief is wreaking havoc on your life. It's causing you to live with a weak personal brand, without even realising it.

So identifying what's holding you back is a powerful action—because it shows you that there *is* something that's stopping you from bettering yourself.

And sometimes simply identifying this one belief is enough to help you make that change. It helps to inform *why* you want to take charge of your personal brand.

## 1.2 Why personal branding: Step Up to Stand Out!™

Why do we brand anything?

This is the big question, and while many people might ask it, most for whatever reason don't really dig any deeper for the answer.

If you answer this question with anything that relates to the act of the branding itself, then you've got it wrong. You aren't branding something simply for awareness, or because it's a bargain. You aren't branding yourself because you just want to be famous.

No, there are only two real reasons for branding.

- ✓ To change perceptions of you or your business
- ✓ To change behaviours towards you or your business

**The reason we brand anything isn't to do with the process of branding. It's about the outcome. The end game!**

Changing these perceptions and behaviours means you're the one in control of your story.





So ask yourself this: why do you want to change peoples' perceptions or behaviours towards you, or your business?

Finding your 'why' for your personal branding is the first step to taking control.

Why do you want to take control of your personal brand? What do you want to achieve?

Everyone has a different why. What's your why?

This why can help you break through any self-limiting beliefs that are holding you back. Defining why you want to take control of your personal branding gives you a reason to move forward.

Here are some of the most common reasons we see people wanting to take control of their personal brand:

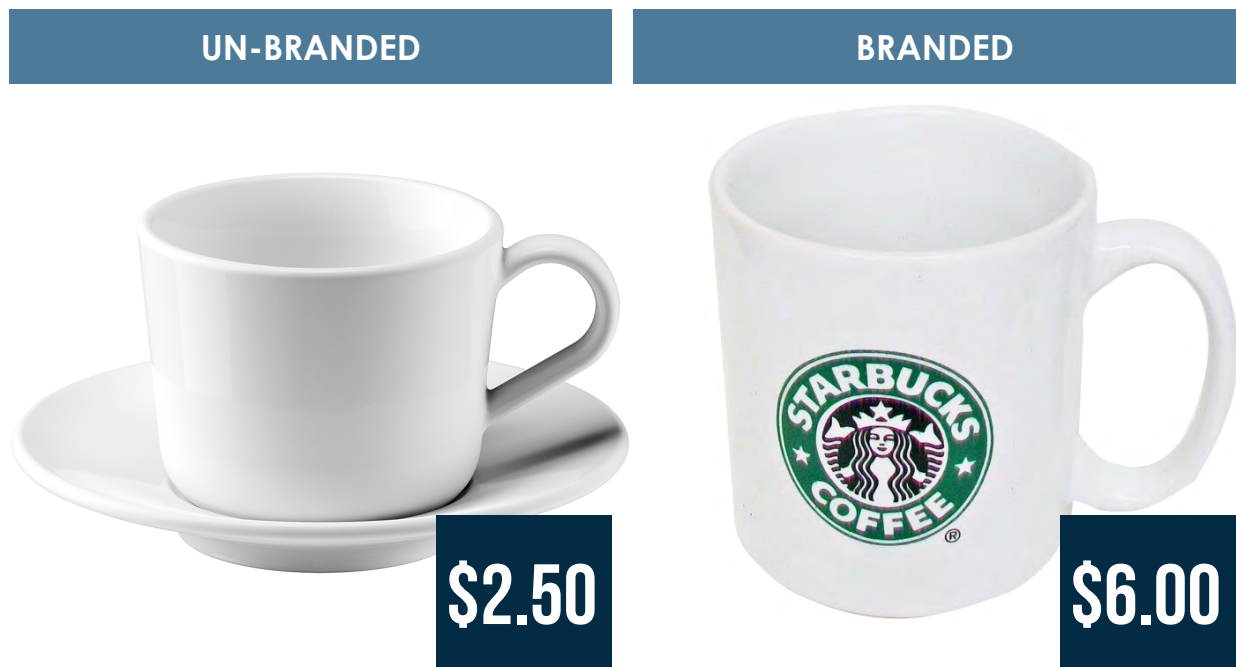
- ✓ Reinvent yourself or your business
- ✓ Stand out from your peers
- ✓ Stand out from your competition
- ✓ Be known for your differences
- ✓ Be recognised for who you are
- ✓ Be admired for what you do
- ✓ Be respected for your leadership
- ✓ Be seen as world BEST



The interesting thing about personal branding is that you don't have to be the best to be seen as the best. History has shown that perception is (nearly) everything. That's the power of Personal Branding. You're stepping up, showing your difference, and standing out, where other people don't.

Take some of the world's biggest brands as an example.

Look at Starbucks. There could be a cafe down the road that sells coffee for \$2.50. But it's just a simple hole-in-the-wall café, with a local following. While it might be great coffee, when you head further up the road Starbucks are selling the same sized cup of coffee—and arguably of inferior quality—for \$6.00. And people are happy to pay that.



Because people know and trust the Starbucks name. They know what it stands for.

This is the power of branding. When people perceive you as being of high value, especially due to widespread social proof, they're willing to invest more time and money into the interaction.

So think about why you want to take control of your personal brand, and why you want to enhance peoples' perception of you. Finding your 'why' is the first step to taking control of your personal brand.





## 1.3 The risks of a WEAK personal brand

There are a number of risks of a weak personal brand, which occur both online and face to face.

**You present as inauthentic, and consequently, untrustworthy**

1. **You lack personal power, influence, and direction**
2. **You're taken advantage of**
3. **You lack impact and status**
4. **You're not respected**
5. **You're passed over for promotions and cool projects**
6. **You struggle to find your relevance in the marketplace**
7. **Inability to move to the "next level" with your business, and even personal goals**
8. **Difficulty in cultivating and growing your networks and circle of influence**
9. **Limited opportunity for creative expression**
10. **Insecurities hold you back in your personal relationships and professional efforts**
11. **The feeling that you just aren't living the dream, making a difference, or finding your purpose**
12. **You aren't paid what you are worth**
13. **Stresses of job security, limited income, and lack of wealth growth**
14. **There is no holistic approach to your life, it's ad-hoc**





It's clear that a weak personal brand can see your career, business, relationships, and personal life all belonging to disparate brands. This serves to weaken your overall personal brand position.

Holistic, authentic personal branding enables you to remedy this, pulling all the elements of your life together, and gives you a direction. It helps you feel whole and connected, and puts your life on a path to success.

### 1. **You present as inauthentic, and consequently, untrustworthy**

What do we mean by inauthentic? While some people consider those with the loudest voice, and the most passion, to be the most honest, this isn't always the case. When later questioned on their views, these people become defensive, and have no good motives for their actions and words.

To the outward observer, you appear hollow.

So a weak personal brand can make you seem this way. You'll appear hollow. Not necessarily a 'bad' person, as such, but people will sense that you don't 'get' them, don't take the time to listen and understand their motivations—and in fact that you don't understand your own.

### 2. **You lack personal power, in luence, and direction**

Without personal power, in luence, and direction, we're seen as weak, uninspired people. It's true. Having a weak personal brand doesn't demonstrate any goals or aliveness to people. They don't know what you care about, don't care what you're capable of, and they don't turn to you for advice. This signals a lack of personal power—you're not taken seriously, and the real danger of this is that people think that you also believe this about yourself.





### 3. You're taken advantage of

A weak personal brand means that people don't think of you as someone with any power. So, subsequently, they consider you as someone they can use, and take advantage of for their own ends.

Think about it: if you were respected, admired, and thought of as a strong leader in your job, would people be coming to you to undertake menial tasks that they didn't want to do? No. People with weak personal brands are often seen as 'doormats', who can be asked to do anything, asked for favours, and used as a means to an end.

### 4. You're invisible

A weak personal brand means you don't stand out. You're just seen as another face in the crowd. You aren't thought of at the Executive Leadership table. When you have a weak personal brand people don't see you as a strong, credible source, so they don't listen to you and don't put stock in your opinions or abilities. You lack any visibility, impact, or professional status—which Google would say “you don't exist.”

### 5. You're not respected

When you lack a strong personal brand you don't command the respect of your peers. Not that they actively disrespect you (although, some might, in which case you've got a bigger problem to deal with), they simply don't give weight to your opinions or skills. They don't see you as a high achiever, or someone whose ability and personality is relevant to them. You're simply thought of as just another body in the office.



## 6. You're passed over for promotions and cool projects

Being seen as just another body in the office is a sure-fire way to be ignored. If people don't know what you're capable of, if they don't know the value that you can deliver (or the *perceived* value that you deliver), then you won't get thought of as someone who can solve problems, or deliver solutions. This leads to being left out of the decision making process when promotions come up, or when exciting projects are created. You might be perfect for these roles, but because people don't even *know* what your skills are, or even *who* you are, then you won't even rate a mention.



## 7. You struggle to find your relevance in the marketplace

In today's market, this is a big one. A weak personal brand means you don't stand out. It effectively works against you.

While a strong personal brand positions you as someone who actively adds value, whether it's professionally or personally, and promotes you as someone whose opinion is relevant, a weak personal brand means you fade away, and you're seen as someone with the same skills, qualifications, and personality as everyone else. And if you don't stand out in the marketplace, why would anyone pick you?

## 8. Inability to move to the “next level” with your business, and even personal goals

A weak personal brand robs you of any power, influence, or even personality. You may have the skills that you need to succeed in your career, but you just can't show them to your full potential. And this inability to promote yourself puts you on the back foot, giving you no confidence or power to put yourself out there.



## 9. Difficulty in cultivating and growing your networks and circle of influence

A weak personal brand positions you as just another face in the crowd. People don't know who you are, or why they should care. This facelessness means that there's no reason for others to have you as a connection in their network—if you can't offer anything of value, and help them solve their problems, why should they connect with you in the first place?

## 10. Limited opportunity for creative expression

Deep down we all possess the power of creativity, in some form or another. At a bare minimum we're the artists of our own lives; we should be the ones deciding where it takes us. But a weak personal brand robs you of this opportunity, and robs you of the confidence (perceived or real) to throw caution to the wind and make a creative statement. A weak personal brand actively works to suppress your creativity.

But this doesn't mean you're robbed of your creativity as a whole. It just means it's dormant. Re-positioning your mindset to the one of growth and starting on your path towards a stronger, in-control personal brand gives you the confidence you need to harness your creativity again, and helps you find the courage to go out there and make a creative expression with your life. Whether it's through creating art, or making creative decisions in your career or business a strong personal brand allows you the freedom for expression that a weak personal brand stifles.





### 11. Insecurities hold you back in your personal relationships and professional efforts

Having a weak personal brand starts to play on your very real insecurities. You second-guess yourself, always overthinking things, and never following through with anything because you don't think you can achieve them, or you're not good enough. It robs you of the courage to follow your career path, or meet a new partner, or make new friends.

### 12. The feeling that you just aren't living the dream, making a difference, or finding your purpose

A weak personal brand makes you feel like you're not living your life to its fullest. You might feel shackled, like you can't be your true, full self. You'll feel like you don't have any way to find your purpose.

### 13. You aren't paid what you are worth

A weak personal brand effectively leaves money on the table, when it comes to your career and business. You might be able to achieve good things on your skills alone, but without a strong personal brand, you're selling yourself short, leaving the *great* things just out of reach.

Think of a similar situation, but different context.

What happens when you try and sell your house? You clean it up, make it look as nice and inviting as possible, so you can command the best price for it. Your personal brand is no different. When you take control of your personal brand, you're positioning yourself to get the most value from your personality and your skills, so people see the *full* value you have to offer—and you get paid what you're really worth, or possibly even more.



#### 14. Stresses of job security, limited income, and lack of wealth growth

We're living in disruptive times, and the job market is much more competitive. We've all felt the stresses of job security at some point or another. But having a job or business now doesn't guarantee you one in the future. There may be organisational restructures, redundancies, or even job automation looming over the horizon, and the sad truth is that people with weak personal brands are the first to go.

A strong personal brand means you're known to the decision-makers, and they see the value that you provide to your organisation. They see you as someone who provides answers, solutions, and that you'll continue to help the business in the future. Having a strong personal brand broadcasts this value, and enables you not just a secure job, but career security, with the potential for scalable wealth growth.

#### 15. There is no holistic approach to your life ... it's ad-hoc

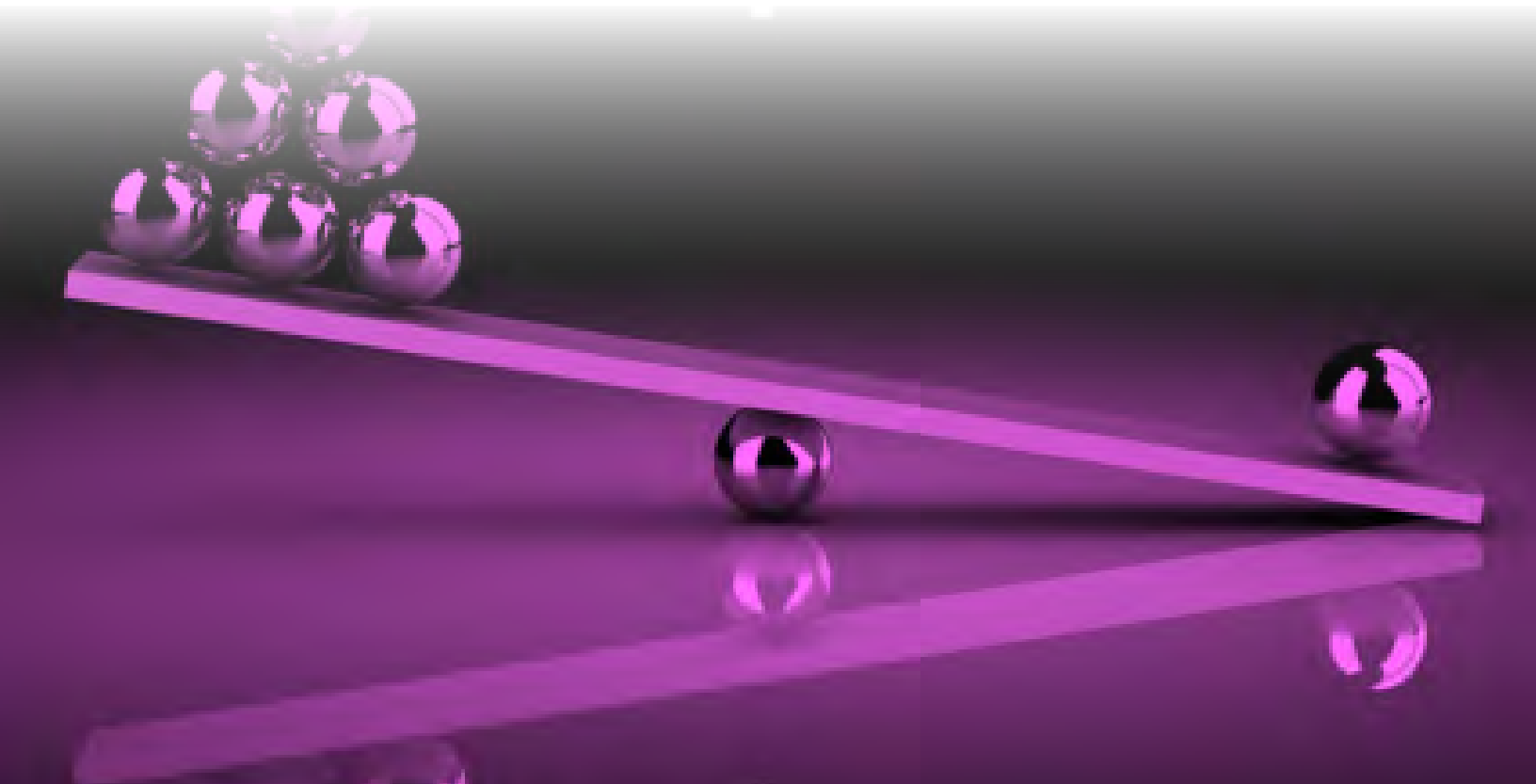
Now you may think this holistic thing is 'airy fairy', however the truth is we're all whole, and our approach is an inside / outside approach to looking at yourself. If you want to make large, long-lasting and sustainable change to your life and your career, you can't just focus on one aspect of it.



## So this what a weak personal brand does for you.

A weak personal brand can see your career, business, relationships, and personal life all belonging to disparate brands. This serves to weaken your overall personal brand position.

Holistic, authentic personal branding enables you to remedy this, pulling all the elements of your life together, and gives you a unified direction. It helps you feel whole and connected, and puts your life on a congruent path to success.





## 1.4 What are the benefits of effective personal branding?

There are many benefits of an effective personal brand, so let's look at them in simple terms. An effective personal brand:

- ✔ Increases your self-awareness. You learn who you are, what's important to you, and how to position yourself to achieve your goals.
- ✔ Reflects your core values, personality, talent, and skillset.
- ✔ Differentiates you and sets you apart from your competitors.
- ✔ Increases your credibility and visibility, especially if you can harness the power of the media.
- ✔ Establishes your expertise, authority, reputation, and value in your chosen field or industry.
- ✔ Increases your perceived value in the marketplace.
- ✔ Is the catalyst that can create multiple streams of income and influence, and creates a success spiral that can boost your health, wealth, and career.
- ✔ Puts you in control. You choose where you want to work and/or which clients you want to work with. You put yourself in charge of your destiny.
- ✔ Demonstrates the value of you. Think about how we pay more for strong brands than for commodities. Ever wonder why an Apple iPhone costs so much more than other smartphones, or why a Starbucks coffee is double or triple the cost of a no-name coffee from the shop next door?
- ✔ Empowers you to achieve. Your brand is directed at your goals, so you focus on them, without worrying about what other people are doing.

One of the key benefits of effective personal branding is visibility.

### The power of visibility

A strong personal brand enables you quite literally to be seen, which helps to establish you front of mind of people you're trying to connect with. It's this visibility which establishes you as an authority in your field; people know who you are, know your name, and know what you're capable of.

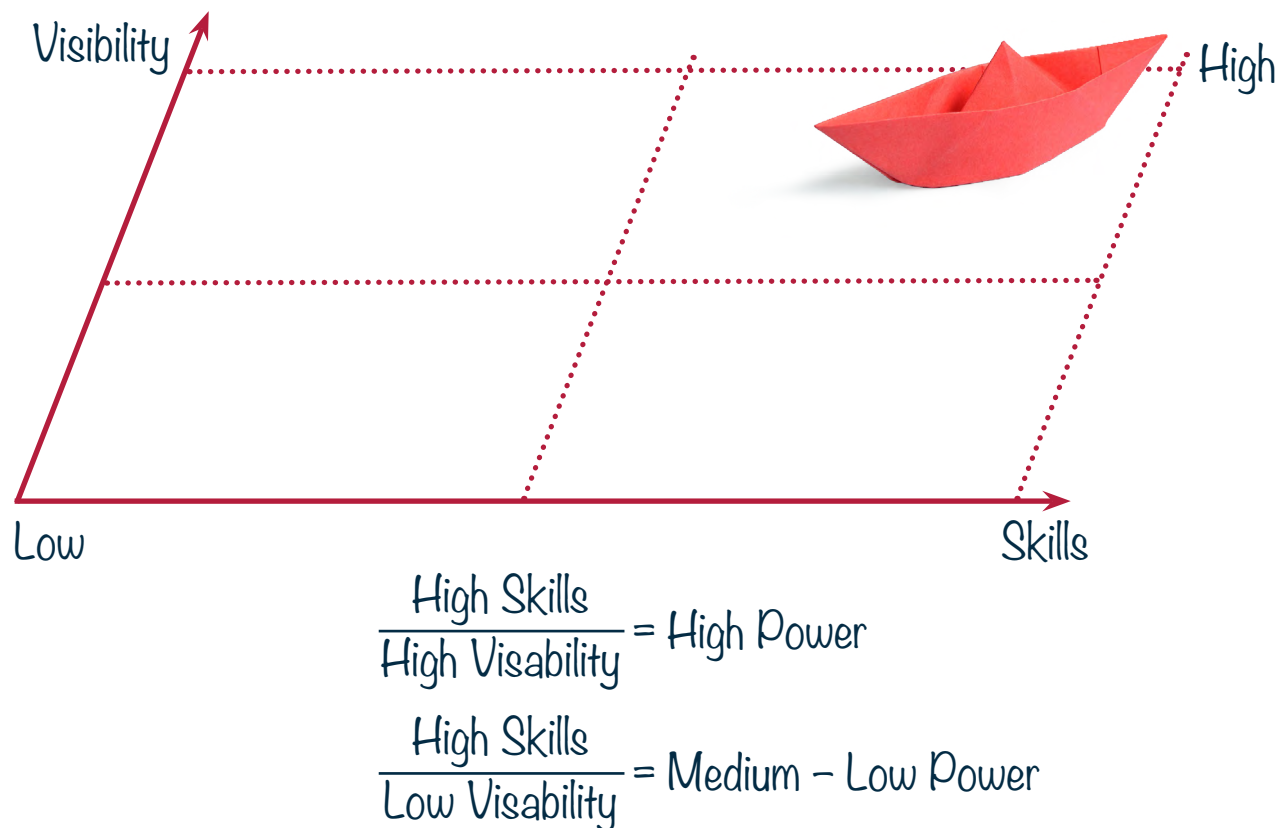


Invisibility holds you back from pay rises, promotions, and puts a big dampener on your reputation. It actively damages your career and business prospects, as people aren't aware of the value that you can deliver.

You may be the best in your field, but if no one knows the value you can deliver to them, nor even knows your name, then you're selling yourself short. You're reducing your personal power.

This chart demonstrates it simply. Without a visible personal brand you're making it hard for yourself to achieve the level of success you're capable of.

### Visibility vs Skills (Expertise)



Now, this doesn't mean turning you into a media sensation or a TV star. But it does mean actively enrolling people whose opinions matter, promoting and demonstrating that you have the skills that are going to provide them solutions both now and for the future.

The good news is that this *can* be achieved through your personal branding system—it's just a matter of getting started.



## What our clients are saying



**Jo Verity**

Senior Infrastructure  
Commercial Manager  
@ NBN



*"Jon Michail is a high energy individual who offers great insight into the importance of branding, especially personal branding, and its role in business. His style is authentic and engaging, his knowledge deep and experience extensive. Jon Michail's wisdom is a welcome addition to my professional toolkit."*



**Lloyd D. Roberts**

Chairman of RXP Services LTD.  
Former Founder & CEO @ SMS  
Consulting & Technology LTD



*"I have known Jon for over 15 years. Jon understands the concepts of Image and Branding like no one else. I have employed the services of Jon's company to "educate" 500+ employees resulting in improved individual performance which was enormously beneficial to my company including the bottom line.*

*I have no reservations whatsoever in recommending Jon to any business or individual who is serious about taking performance to a new level."*





## 1.5 Building the best personal branding system

The best personal branding system, approaches your brand from a holistic point of view. It doesn't just focus on one thing.

The issue that faces personal branding these days is that many people think of it as just an online phenomenon. People think of their 'brand' as what's portrayed on their LinkedIn, their Instagram, their blog.

You can't honestly promote yourself online without building the foundation first. Your foundations will give you sustainability.

Keeping things simple, the best personal branding system is one that works in a tiered system, as per the diagram below.



An Integrated Holistic Approach - Offline / Online



It makes sense. You start by building your foundations, cementing who you are and why you do what you do. Then you use this foundation to demonstrate your value to others, which promotes you as a credible, authentic authority—providing you with that visibility that's going to build your personal brand.

The foundations of your personal brand empower you to be the person you want to work with. It allows you to take control of *your* story, and frame your abilities in a way that attracts like-minded people who also want to work and support someone like you. But attraction doesn't just happen.

Building a strong personal brand means you need to put yourself out there. You need to make yourself visible in the places where your clients, colleagues or investors are likely to look for you—so yes, this means establishing the right social media profiles, and a website, but it also means attending seminars, giving talks, workshops, and strategic networking.

You are *your own* marketing product, after all, so it's crucial that you position yourself in a way that garners attention. You've got to be interesting enough, smart enough, and capable enough to attract and hold people's interest. Authentic, strong personal branding helps you to build this reputation.



And your reputation is what works to create that magnetic personal brand. It works to build your desire. Once people hear about the value you can deliver, they want to attain that too.

So once you've developed the foundations, you need to put in the work to see the results.

Importantly, building yourself with a holistic personal branding system focuses on both online *and* face-to-face interactions.

A holistic personal branding system establishes you in peoples' minds through your visual presentation including the clothes you wear, and through your interactions and meetings you have with them. It gets you out there in front of an audience, talking with them, so they remember your personality in person.

Once you've built these face-to-face foundations, then you can capitalise on that by doing the online branding, whether it's updating your social media profiles, or building a branded website to really boost your online credibility.

Let's have a look at how this holistic process is done.





## 1.6 Building foundations

Building strong foundations for your personal brand is the key to a credible, authentic and magnetic personal brand.

In the fast-paced world we live in today, the first trait when building your foundations is the one that so many people skip, being patient. Internet celebrities, flim flam 'brand experts' and B-grade influencers, ignore the need to build their foundations, and go straight to promoting credibility.

But without a strong foundation, without strong personal values, without *authenticity*, then there's no credibility to promote. It's all smoke and mirrors, empty claims.



Again, we come back to Apple as an example. One of the most successful brands in the world, their advertising is everywhere. But they wouldn't be where they are today without having the evidence to back it up. Their products not only work exactly as they say they will, and give their users exactly what they want but are also visually attractive. Apple heralded in a new era of technology, but they had the evidence to back it up.

If their products didn't do what they said they would, and didn't give the user the experience they promised, then they'd be a name long forgotten by now.

And this is what's missing in a lot of so-called infotainment style 'Personal Branding Experts' today. Their cookie-cutter approach misses the substance required to build a real personal brand, possibly even their own.

You can't sustainably fake it.

Building strong foundations for your personal brand—foundations that you can rely on, fall back on, and keep coming back to—starts with an honest Personal Brand Audit.



## Your Personal Brand Audit

When you work with Image Group International we look at your reputation, both face to face and online, to find out what others are saying about you.

Do you like what you hear? Is it a true depiction of who you are?

We look at how you're presented in your workplace, what your peers or clients say about you, what your job performance says about you. We look at the networks you've built, and their potential for future growth.

We also look at how you're presented in the media (if at all), and if you're mentioned online.

Working out your reputation is the litmus test for your personal brand. And if it comes back negative, then we've got some work to do there to re-position you.

The next step is to fix this, by cleaning up your reputation. The online step is relatively easy – you can delete comments, address any feedback, upload quality articles or social media posts that address the comments and reputation you've built.

Face-to-face is harder to fix—but it can be done over time and shows the most promising long term results, the only caveat being, are you *willing* to transform? It comes down to being humble, honest, and approachable. If you've done something wrong in the past, own up to it. Show your vulnerability by telling people that you recognise what you've done, and that you're going to change. All people screw up. The courageous ones deal with it. Being responsible and accountable are awesome brand values to live by. Then actually work hard and demonstrate you're changing.

A perfect example of this is Tiger Woods. He had a number of very public transgressions and injuries, which effectively undid the brand he'd built over his career. But instead of shying away from things, he owned up to each one, acknowledging what he did. While he spent some time away from the spotlight, Tiger Woods put steps in place to demonstrate he was working towards being a better person—and importantly, followed through on them.





And while his brand may have suffered, it wasn't destroyed completely. We still think of Tiger Woods as one of golf's greats, and his April 2019 comeback proves that. Yes, those indiscretions will be something people talk about and associate with him, but it's still his powerful sporting brand that people most recognise.

So as you can see, transforming yourself is achievable. It just takes responsibility, honesty, humbleness, and grit to make it happen.

If, like most people, fixing a negative reputation isn't an issue for you, then that's great. But it's important to find out just where your reputation sits, so we can help you determine where you need to take it.

This personal brand audit helps you to define where you are now, and then plan out where you want to get to. It helps us determine your current personal brand 'value' compared to your potential future value.





## 1.7 Practicing mastery

This is the next step in building your foundations. Attaining mastery of your personal brand puts you on a clear, achievable path to success.

Here's how we work with you to help you create a strong, magnetic, authentic and *memorable* personal brand.



### The Discovery Session

This is where we look at the history of your personal brand, and your story. We'll delve deep into what you've done so far, what's working, what's not, and the goals that you want your personal brand to enable you to achieve.

'What is my Personal Brand?' 'What makes a Personal Brand Successful?'  
'What is my "End Game"?'

We help you answer these questions, so you can really home in on what it's going to take to turn your brand into your very own success story.



### Your Values

Your values are the one thing that guide your attitude, and your actions. Think of them as your compass, your northstar—these are the beliefs that you'll keep coming back to, that will guide your actions, interactions, and reactions.

This is the base from which we inform your personal branding—this is what cements your authenticity. This is where we get to the nitty-gritty of what makes you you. We'll help you define what your principles are, what you stand for, what you're against, and what you believe, deep down.



### Your Personality

We'll work with you to map out exactly what your personality is like, why it's that way, and then use this to define who you are as a person. How do you want to be seen? Who are you like? Who do you want to distance yourself from? Who do you want to meet? We use these diagnostics to make sure your personal brand is congruent with your personality, and you can stand the test of authenticity.





## Your Passions

Life's short. What is it that you absolutely love doing? What motivates you? We'll work with you to determine what gets your motor going. This is more than just working out which industries you want to conquer, this is determining what *really* interests you. Your passions explain to your colleagues and audience why you do what you do, and enables you to connect with them on an emotional level.



## Your Why

Then, we'll help you outline your goals and your career dreams, so you know exactly *what* you're aiming for. What *drives* you to do what you do? Defining your underlying purpose and goals—the mission of your personal brand—is a powerful thing, and already puts you way ahead of the majority of people out there.





## Your expertise

More than just what you're passionate about, what are you good at? We discuss your skills and expertise to determine where your skills really lie. What are you good at? What are you really *great* at? You might really hate networking, but you're good at public speaking. You might be good at your Executive-level position, but have a secret talent for painting. What do you have to offer the world, and what do you want to be known for?



## Your story

This is where we help you define yourself. We combine your values, your passions, your personality, and your history, into one complete story. *Who* are you? What makes you tick? We help you map out your narrative so far, so you can be the one telling *your* story in *your* words.



## Your message

Once you've determined who you are, your why, your what, and your story, we help you create a way to demonstrate that to people. We help you refine your message, so people truly understand what you offer.



## Your positioning

It's all well and good having skills and expertise, but if you don't define the level of value you offer, and the type of audience you offer it to, then it's not particularly helpful. You need to determine *who* you're positioning yourself to. Whether it's the ultra-elite, an upmarket audience, middle-of-the-road, or the mass consumer, once you position your value you've started to put yourself on the road to success.

All of this works together to put you on your path to a refreshed, authentic personal brand, and make you visible in the places that matter.

Then it's all about of putting it into practice, connecting the right people, and promoting your value.





## 1.8 First impressions: How do you show up?

We strongly suggest you don't listen to all the confusing and contradictory messages in today's world that says your image is not relevant. It's a harsh truth that how you look matters—a lot. So it pays to make an exceptional first impression.

And how you do this is through your personal brand; think of it as your Personal Packaging. How you look *communicates* to people, so taking control of your personal image and putting your *best face forward* is the first step to controlling the type of first impression you make on others.

We help you create a powerful and memorable, positive first impression. From the clothes you wear, the conversations you have, the networks to connect with, even down to your body language and handshake, Image Group International will help you make a first impression that *lasts*.

We'll work with you to audit your personal brand 'package', and sharpen and define it so that it truly represents *who you are*, and demonstrates to the world that you're a trustworthy, powerful leader. We'll ensure that the way you look and dress matches the success you're aiming for and we'll even take you personal shopping if need be.

Your first impression should be unforgettable, so we can help you put forth an abundant, trustworthy impression, that builds rapport, and propels you along your personal path to success.



## What our clients are saying



**Dr Sara Cullen**

**THE CULLENGROUP**

Founder & Managing Director @  
The Cullen Group

*"Jon helped myself and one of my female staff streamline our professional appearance and eliminate distractive elements. It was fantastic to work with Jon who was honest, critical, and yet kind. His words stay with me every time I give a public appearance—which is 50 to 100 times a year!"*



**Michael Charters**

National  
**disabilityinsurance**  
Agency

Senior SAS Developer @ National  
Disability Insurance Agency

*"Jon Michail is the 'uber' image and branding coach. He has made a huge impact on my thinking and self-concept and how I think of myself and my business as brands to be nurtured and meticulously cared for like any business asset, in fact more than any other as it is the leading one.*

*Jon has a holistic approach and helped me on so many levels with his expertise from business and personal attire and negotiation skills to his natural business street-smarts. Jon's book 'Life Branding' is also an essential read for managing directors, business owners, artists, actors, musicians and anyone who wants to create their life with intention. I continue to sing Jon's praises to colleagues."*



## 1.9 Establishing influence

Strong personal branding enables you to position yourself as a person of influence. Not as an 'influencer', as so many people online claim to be, but someone with actual, tangible influence and personal power.

And much of this influence can only be achieved through face-to-face interactions. This is where first impressions *really* matter.

Robert Cialdini outlines the power of influence in his seminal 1993 book, *Influence*, and details seven key points that enable you to influence others. And while this book was written in 1993, well before social media, it's made clear that even today, long-lasting influence is still established in the real world and then reinforced online.

Cialdini outlines his seven points as follows.

### 1. Using influence triggers.

Cialdini outlines a number of triggers—'weapons of influence'—that can be used to change people's perceptions. Things like asking favours, or the human mindset that price equates to quality, all work to subtly establish a person's influence over others.

### 2. Reciprocation.

Similar to the 'weapons of influence', when we give something to a person we're more likely to get something back in return, whether they like us or not. This enables us to establish influence as a well-connected, powerful person. For example, you might provide a colleague with the details of someone who can expand their network. They'll appreciate the gesture, so in turn they're like to respond with providing a connection for you with someone who can help you grow yours.





### 3. Commitment and consistency.

This point highlights the need humans have to align their actions, feelings, values, and beliefs, in order to avoid cognitive dissonance. So, for example, if people see you as a trustworthy, dependable person, who provides real value to an organisation, they've already made a mental commitment to your value. Our brains use this as a shortcut so we don't have to put any more effort into making this decision. This can be used to great effect in personal branding: once people know you for your personal power and value, they automatically assign that value to you, and one person saying otherwise isn't enough to change their mind. Their beliefs are already justified.

### 4. Social proof.

This is how people on social media exert their influence. People see that *other* people see them as having value, so they're more like to believe in the value of this person. But in the real world it comes down to your reputation. What do your respected peers, colleagues, investors, media and business partners say about you? Social proof is a strong tool to influence, and a strong personal brand enables you to build platinum-level social proof.

### 5. Liking.

Put simply, we're more likely to respect, or say yes, to someone whom we like. So positioning yourself as a friendly, honest person—and doing so in an authentic way—builds up this value with others around you, and works to build your influence.

### 6. Authority.

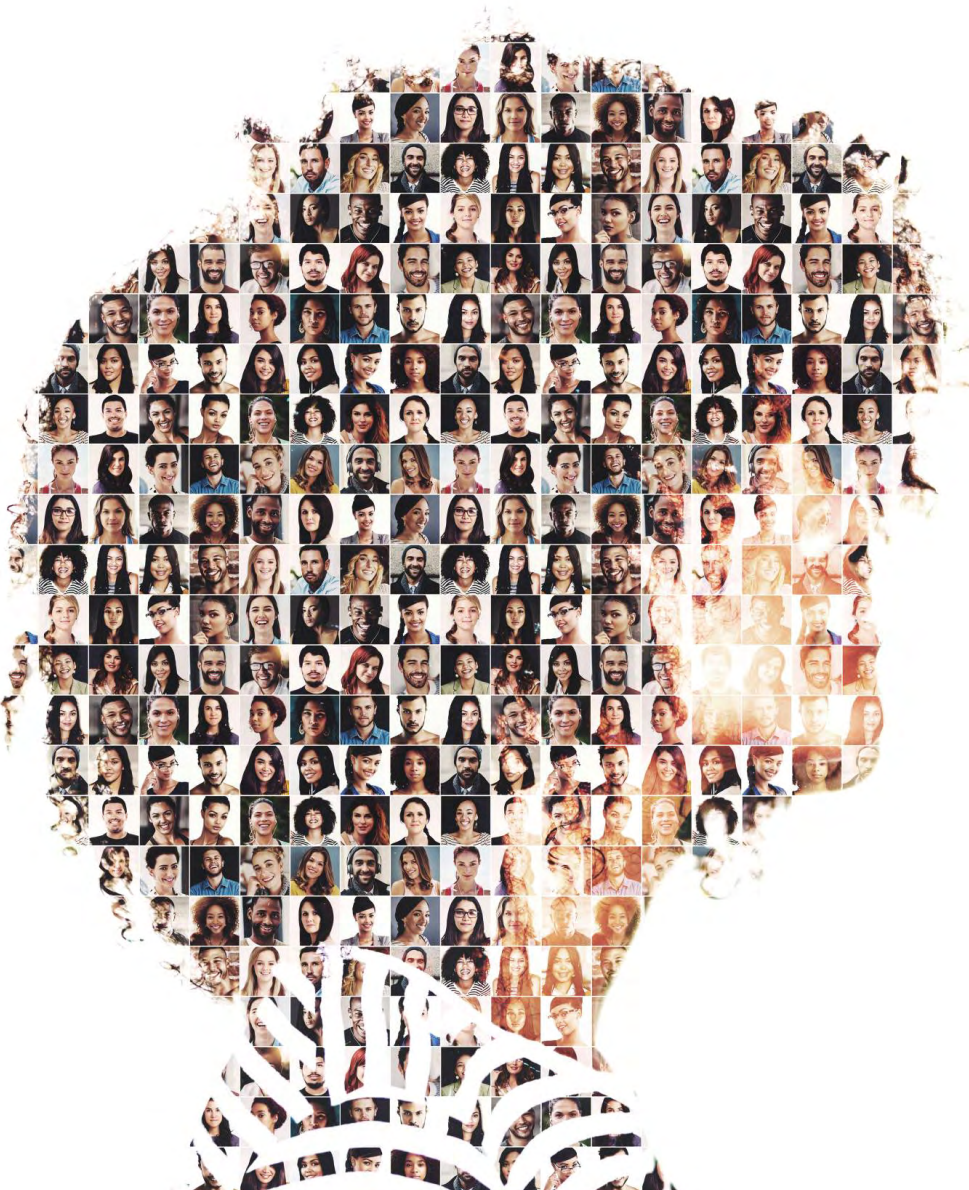
Establishing yourself as an authority means that people look up to you in your specialty, your field, and understand the value of your opinions. Being seen in a position of authority, or even the appearance of authority, demonstrates that you have power, and people respect and are likely to trust your opinions and decisions.



## 7. Scarcity.

The less available something is, the more we want it. The same goes for people. The less available they are, the busier they seem, or the more valuable they appear, and the greater importance is put on their time. In personal branding this can work to position your time as valuable, so people are more likely to seek you out, and put more importance and worth on the time they spend with you.

Holistic, authentic personal branding enables you to build your influence, and position you as a likeable, strong, valuable person, both professionally and personally. And we can help you put this influence into practice.



## What our clients are saying



### Caroline Jane Knight FAIM

Founder @  
Jane Austen Literacy Foundation,  
Philanthropist, Consultant, Speaker



*"Jon is a highly professional business coach and career management consultant who has provided me with the knowledge, tools and framework to maximise my success both now and for the future. With a combination of coaching to overcome specific challenges and a formal program of tasks and actions I have completed to clearly identify my goals and path to success,*

*I now have a planned approach to my current and future career that delivers against my life expectations with confidence.*

*I greatly enjoy working with Jon who is sensitive to my pressures whilst keeping me focused on what is truly important, a fulfilled and balanced life, which for me includes a successful career.*

*I would highly recommend Jon's services."*



### Yoth Dumrongpol

Lead Mechanical Engineer @  
Beach Energy Ltd



*"I engaged Jon Michail because I wanted to gain clarity and impact around my Personal Brand. Jon has helped me achieve these things and so much more. Jon has proven to be a very valuable adviser and I highly recommend him to anyone who wants to have greater impact and influence at home, at work or in business. Meeting Jon was a game changer for me.*

*I went to Jon for one thing, but in our work together we quickly identified areas to work on that I hadn't realised needed work. I got so much out of our sessions. Some great life and business lessons. Many of which gave me a deeper insight into who I am. Thank you Jon for your expertise and experience."*







## How we'll work with you ..... Call Now

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+613 9824 0420 — Outside Australia

### 30-minute Discovery Session

You're invited to a 30-minute Discovery session with us. We'll discuss your current situation, your goals, your needs, and run through some diagnostics to understand how we can best help you grow your personal brand image.

[Book Appointment](#)

### Stay up-to-date with us

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[Sign up to The Imagemaker™](#)



# ON AIR

## STEP 2

### Promoting Your Credibility

Once you've built the foundations of your personal brand then you've got a base from which you can start working from.

As mentioned previously, building powerful, believable foundations is the step that so many people skip in today's society. For example, they aim to promote their credibility, *without* having the foundation to back it up.

But look at some of the most successful people in the world. They haven't just started talking about how successful they are, flashing their wealth and good fortune willy nilly; they've worked hard to get where they are, building upon success, and failures, and learning from each step, developing their goals and drive until they've got where they are.

For example, look at someone like Richard Branson. With a current net worth of over US\$4 billion, Branson is one of the most visible and recognisable personal brands in the world.



Granted, he's an expert at self-promotion—but his brand is built on a strong foundation of hard work, constant reinvention, and never giving up. His successes far outweigh his failures, and this constant striving for success has led him to be one of the most recognised faces on earth today.



So think about this: if he didn't have the strong work ethic behind him, with the entrepreneurial spirit that ensures he always looks for the next opportunity, then he would never actually have achieved the success that built his brand. If he was just a big personality talking about how great he is, with *no* business success behind him, then there would be no Virgin brand.

He now has the social licence to continue his personal brand of mischief and disruption, because he has the business capital and clout to back it up.



Closer to home, Australian tech-giants Atlassian are proving that the right ideas and an entrepreneurial spirit can really take you places. Their simple-yet-sharp software ideas, coupled with their everyman appearance, are what garnered the two founders their credibility.

Growing from a small tech start-up, Atlassian's founders Mike Cannon-Brookes and Scott Farquhar are now worth around \$10 billion each. But they wouldn't have got where they are today if they started out promoting themselves without the software ideas to back up their claims.

So you can see, promoting your credibility works—if you have the foundation to back it up.

Here's how we'll help you promote your credibility.





## 2.1 Your communication plan

We'll help you map out *how* you want to promote your brand, and the steps you need to take to get there.

- ✔ *What are your clients looking for?* We determine what it is that your client's value, and what they're looking at from a relationship with you. What can you do to attract more clients?
- ✔ *What are employers looking for?* More than just skills and achievements, what are employers looking for in that invaluable, crucial asset to their organisation?
- ✔ *What about the media, investors and other stakeholders?* We look at ways to contact and promote yourself to these stakeholders, so you get the full spectrum from your communication plan.

### Building an online presence

The big question we come up against is always 'where do I promote?'

We'll help you determine which social media sites will be of most use, and how to promote yourself on them. We'll help you get across LinkedIn, understand Instagram, and see if Twitter is for you. We'll even book you in for popular podcasts.



### Harnessing mainstream media

As well as an online presence, we also understand that there's more to life than social media. And with the types of clients you're looking at targeting, they understand this too.

So we make sure you also get noticed in popular, off-line world media. Newspaper articles, thought pieces, features, even radio and television—we make sure your brand is noticed in the world where people really live.



## Personal branding outreach to grow your connections

This is where your growth really begins, and you *really* start to promote your credibility.

We'll help you collate all your personal contacts into a database, and map out how to reach out and approach each one. We'll discuss which ones are the most crucial to achieve your goals, and determine how best to reach them.

Most of your high-value contact will be done face-to-face—because this is where real connections are made. People remember your presence, your personality, your passion. So we help you seek meetings, lunches, workshops, panels; face-to-face interactions with people who matter to your growth. Once we build that all-important rapport and trust, *then* we'll work with you to reach out to meet with these new contacts, to take the next step and establish that relationship.

We'll also help you work online, too. We'll work with you to audit your social media connections, and create ways to reach out to the ones who truly matter. It might be a simple email, or engaging over LinkedIn, and we'll use these online contacts to create real-world interactions.



## Growing your networks

You've put the work in to begin growing your connections, so now it's time to grow your networks.

First you need to determine who is in your support system. Who can help you make those new connections?

If you're up to it, we'll work with you to boost your profile and enable you to join elite groups, exclusive clubs, and get introduced to influential people in our own networks. People who know the people you need to know. We'll help you make those connections.

We'll also make sure you're seen as a credible source in your industry. We'll help you acquire speaking roles, give lectures, present at panels, and even do a TED Talks (if you're interested), and demonstrate that you have the knowledge, ability, and skill to make a difference.

## What your communication plan will achieve

The end result of your communication plan is to position you as a credible, powerful personal brand, so that your reputation precedes you. We'll position you as a person of influence, so you can meet other people of influence. Your refreshed personal brand will open you up to a world of new opportunities.

But it's not just about sitting back and waiting for people to come to you. If that's what you're after, then we may not be the right fit for you.

No, we make sure you take an active role in growing your personal brand. But the work you'll do isn't onerous; it's about understanding yourself, making new connections, getting your name out there in the real world, and making yourself as visible as possible.





Here's what you'll be able to achieve with your refreshed personal brand.

- **New jobs.**

Have your reputation precede you when you go for that job interview, so the hiring team are jumping at the chance to have you on board.

- **New personal and business growth opportunities.**

Being seen as an influential source in your industry means you're in demand, so people will seek you out to partner with you and your business, which invariably leads to growth.

- **New promotions.**

Being a known asset in your organisation, an integral player that delivers value, means you'll be thought about when promotions come up, and there's a need that can only be filled by someone with your skills and reputation.

- **Launch a blog / website.**

As an influential person you've got something to say, so it's important to have somewhere to regularly channel your thoughts.

- **Speaking gigs—including a TED Talks.**

Your reputation and influence in your industry means people will be looking to hear directly from you, and even willing to pay money to hear you speak.

- **Writing a book.**

More than simply a website, maybe a book is more your style. We'll help you get your words published and become a recognised author.

- **Entering Awards.**

Enter and win awards – be recognised for your efforts.



- **Create and launch new products.**

Prove your innovation, entrepreneurial spirit, and credibility by creating and launching new products that channel your skills and knowledge.

- **Media interviews.**

Short, sharp, and a great way to promote your personal brand in the real world.

- **Partnerships, collaborations, and joint ventures.**

Team up with other like-minded individuals, brands, community and social enterprise organisations to truly maximise your personal power.

- **Attract investors.**

When you've got a truly powerful personal brand, people aren't investing in your business—they're investing in you.

The bottom-line is that by refreshing your personal brand in an authentic way, it will open up new opportunities to maximise all your skills and create new value in all areas of your life.



## What our clients are saying



### Beth Mathison

Director @ Centaur  
Winner of Telstra Business Women  
of the Year



*"Most noticeably, after our times together, I found that my confidence levels improved considerably. Considering that I have always been a very confident person, I found this transformation almost unbelievable.. It's worth remembering that I have managed many large businesses throughout my working life both in Australia and the UK.*

*I have employed hundreds of people and worked long hours for good reward. However, not until I took the step to meet with you and act on your advice and encouragement have I noticed such a change in my self-confident, the way people perceive me, the rapid improvement in my work status, my income and lifestyle."*



### Paul Wheelton AM KSJ

Philanthropist and Deputy  
Chairman @ Order of Australia  
Association



*"An expert in his field, Jon Michail adds considerable value to his clients. In raising the bar he is enabling his clients to achieve great results in a wide range of pursuits. His added concern for humanity makes him a delight to work with."*





## 2.2 Promoting your personal value

Promoting your personal value, when done in an authentic, credible way, enables you to have more *time* freedom, *financial* freedom, and *location* freedom by leveraging more of what you love.

This is what your communication plan is set to achieve, so how you promote yourself can make or break your success.

The following examples are based on average hourly rates with no specific profession in mind. The message we see here is how to leverage your personal brand away from you 'doing' all the work to having others do the work for you. This is the beauty of positioning and promoting yourself as an expert (and beyond).

When you've got the clout behind you to back it up, people will pay big for your advice.

This model illustrates that if you're the only one doing the heavy lifting - there's only so much heavy lifting you can do before you burnt out.

The dramatic difference in your earning capacity once you leverage yourself like any great leader may be 10X - 100X. It's a mindset shift from doing to leading.

	Value	Per Hour Rate
THEY DO	Leader (Wisdom)	\$10,000 - Unlimited
	Authority (Empower)	\$5,000
	Expert (Educate)	\$1,000
I SHARE	Specialist (Experience)	\$500
	Practitioner (Knowledge)	\$200
I SHOW	Technician (Information)	\$100
	Manager (Instruct)	\$50
I DO	Skilled (Learned)	\$25 - \$35
	Labourer (Physical)	\$10 - \$20

YOU Do All the Work



The goal with your personal brand is to be seen as an authority, a leader, a person with such strong value that your brand is undeniable.

So remember this:

*Money is Time.  
And Time is Life.*

Building a strong, authentic personal brand empowers you to grow your value so you can leverage yourself and have more time to live the life you *truly* want.





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## STEP 3

# Action, Results, and Maintenance

Here's an equation that perfectly sums up *how* your personal brand works.

**PERSONAL POWER = AUTHORITY, INFLUENCE & IMPACT**

A strong personal brand empowers you to embody and demonstrate all three.

Image Group International will help you embody this equation.

## 3.1. The benefits of a **STRONG** personal brand

The benefits of a strong personal brand are many and wide-reaching.

### 1. **A new sustainable platform to launch Brand ME!**

A strong personal brand gives you a platform from which to launch your success—yourself. You'll have the confidence and power behind you that one only gets from truly knowing themselves, and what you have to offer.

## 2. Presenting your authentic self

This is what your personal brand is built on: your authentic self. With a strong foundation of your values, purpose, goals, and drive, what you say and what you do will always correlate, and people will see that you really mean what you say. This builds trust and power.

## 3. A new sense of personal power, influence and direction

Knowing that you're truly living and behaving as yourself gives one an immense feeling of power—and people recognise this.

## 4. A sense of pride and relevance

You'll be able to take pride in who you are, your achievements, and the connections you make in your career. You'll be able to take a seat at the decision-making table, for the long term.

## 5. Reassurance of self-worth and recognition of efforts

A strong personal brand means that people value your achievements. This peer approval and acceptance has a strong effect, seeking to give you new levels of confidence, and allowing you to reclaim your personal power. And it's not just in your professional life, this feeling of self-worth and confidence empowers you in your personal life, too, allowing you to develop improved family and personal relationships.

## 6. Makes you visible and positions you to win, excel, and be the best

Your new, refreshed personal brand increases your visibility, and positions you as a high achiever. People will seek you out for your achievements and impact. *This* is what we mean by visibility.



## 7. Grow your networks – your circle of influence

Through this you'll be able to grow your networks, and connect with people you otherwise wouldn't have had the opportunity to meet. You'll grow your success, and your ability to connect with successful people.

## 8. Opportunity for creative expression

A strong personal brand means that people understand *why* you do things—it's part of your brand, part of you. This opens up the opportunity to for creative expression, allowing you to take more risks.

## 9. Financial security and success

As we've previously stated people aren't investing in your business—they're investing in *you*. A strong personal brand broadcasts your reputation, allowing you to attract clients, investors, benefactors, mentors, champions; people who see the value you create, and want to secure their part in your success. You'll be perceived as a high-value individual, which in turn will attract higher-value clients.

## 10. Living your dream – a holistic approach

A strong personal brand allows you to be truly free. You're living your life on your terms, and you're backed up 100% by your values and beliefs. This gives you a sense of individual liberty and freedom, and emotional security that you know who you are. You'll be able to see tangible evidence and recognition that you're making a real difference in the world, and that life is worth living ... it's a gift.

**You'll be seen as a TRUSTED personal brand, allowing you to truly maximise your full potential.**

And this can only be achieved with strong and authentic personal branding, based on a holistic approach.



## 3.2. The power of personal branding

Take these examples. Each one of these people has built a strong, powerful personal brand.



**Guy Kawasaki** was one of the Apple employees responsible for marketing the first Macintosh computer line in 1984. Since then, he's grown a reputation as a marketing specialist, author, and Silicon Valley venture capitalist

**Gary Vaynerchuk** started out with humble beginnings as a wine critic, but has since become a highly successful entrepreneur. He's now chairman of VaynerX, and the active CEO of VaynerMedia, a full-service advertising agency servicing Fortune 100 clients.



**Oprah Winfrey** is so recognisable that she doesn't even need her last name. As well as being a media executive, actress, television producer, and philanthropist, she's best known for her influential juggernaut The Oprah Winfrey Show, which was the highest-rated television program of its kind in history. Her tough upbringing and early brand building days are unrecognisable from today.







**Anthony Robbins** is the name you probably go to when you think of the term “motivational speaker”. His big, bold personality perfectly matches his brand of self-help, and he’s known all over the world for his life coaching, public speaking, seminars, and infomercials, as well as being the author of well-known self-help books *Unlimited Power* and *Awaken the Giant Within*.

**Marie Forleo** is one of the new breed of business marketers, with a sassy, no-nonsense attitude to creating a strong brand for your business. She’s a life coach, motivational speaker, author, and even hosts her own web television show, *Marie TV*.



**Seth Godin** first started in book publishing, then launched an online business and is now a recognised marketing guru. He has written over 20 books on the subject. His name is prominent when people discuss the state of modern marketing.





**JJ Virgin** is a celebrity nutrition and fitness expert, and author of four NY Times best-sellers. She's America's go-to when they think of holistic nutrition and wellness.

**Janine Allis** is a true personal branding success story. From starting Boost Juice in a leafy Adelaide suburb, she's now one of Australia's most respected and successful businesswomen. She's also a regular "Shark" on the TV show Shark Tank, and is known for her support of other up-an-coming entrepreneurs.



**Elon Musk** is one of the biggest names in science and innovation today. Known for his work as the co-founder and CEO at Tesla, and as the founder, CEO, and lead designer of SpaceX, Musk has some big ideas, and even bigger dreams—which he's not afraid to achieve.





**Martha Stewart** is a force to be reckoned with in the cooking and lifestyle world, and is synonymous with warm, friendly, home-grown cooking. But more than that, she's a sharp businesswoman, gaining success through a variety of business ventures that include publishing, broadcasting, merchandising, and e-commerce.

**Jeffrey Bezos** is the founder, chairman, CEO, and president of Amazon, which he has grown exponentially from an online bookshop to tech goliath it is today, cementing his spot as the richest person in the world. His personal brand has also grown, from his geeky beginnings to one of a powerful, ruthless business leader.



**Donald Trump** is the 45th and current president of the United States. Love him or hate him, the well-known figurehead of the Trump Organisation is one of the most successful brands in recent history.





**Rihanna** is pop superstar, and one of the most influential artists in the world today, as well as fashion designer and business owner. As of mid-2019 she's been labelled the wealthiest female musician in the world. Yes, richer than both Beyoncé and Madonna and new business partner with Louis Vuitton.

## Personal branding works

Whether they're motivational speakers, businesspeople, musicians authors, entrepreneurs, or much-loved TV chefs, you've heard of each one of these people.

You know *who* they are. And you know *what* they can offer you.

Each one of these people have capitalised on their difference, their reputation, and have built this into their own unique promise of value. Each one of them knows what *truly* makes themselves tick, what makes them interesting and compelling, and have differentiated themselves to stand out from the rest of the crowd.

And this is what Image Group International can do for you.

*This* is the power of authentic, holistic personal branding.

**“Your personal brand is your passport  
to living your life on your terms.”**

Jon Michail





## What our clients are saying



### David Galtieri

Founder and Managing Director  
@ CFK Holdings  
ICT and Business Management  
Consulting Services

"Jon Michail's knowledge of personal image is up there with the best. Before launching my public speaking and sales career I had a few sessions with Jon who very swiftly managed to change my image from a computing/engineering geek to a sales and promotional professional. I highly recommend Jon to anyone wanting to launch and succeed in their career."



### Michael Godfrey

Territory Sales Manager  
@ Australia Post



"Jon was hired by Senior Management at Australia Post to assist me and my team members with personal branding. Jon was professional, insightful and gave some excellent feedback on personal presentation and its affect on my personal brand. By taking Jon's advice I have rebranded myself and have received excellent feedback relating to my future ambitions and prospective promotions at Australia Post. I'd recommend Jon to anyone who is looking to take the next step."



# YOU'RE IN GOOD COMPANY



## Why our clients choose us

### A holistic approach

Our individualised services help you focus on your entire personal brand. From determining how your wardrobe can improve your image, to putting you in contact with the right business networks, to ensuring you gain speaking opportunities at respected conferences, we help you achieve both social and professional success. The IGI Personal Branding™ System targets every element of your personal brand, starting by identifying your values, determining your career goals, and working up from there. With our proprietary software **Reputrak 360°**, we help you manage your reputation both offline and online. So we don't just focus on one element of your personal brand; we understand and believe personally in the power and value of working on every facet of your life, so you can maximise your success.

### An international name

Beware of 'Fake News' copycats. Image Group International is the original personal branding company, established in 1989. And since then we've built a name for ourselves, both in Australia and internationally. We've conducted workshops and personal branding one-on-one confidential coaching in four continents, in over 20 countries. We're the only Australian image consultancy that we're aware of that conduct personal branding workshops in New York. We built our international name on a reputation of

honesty, integrity, and proven skill and experience, not only as entrepreneurs but also as your big business 'insider' on how enterprise, politics and the positioning game really works. Our goal is to see you succeed, so if we don't think we'll be a good fit for you, we won't waste your time. When we do work together, our money-back guarantee means you're covered if you think our services aren't working for you. Image Group International gives you the opportunity for success—with nothing to lose.



## About Jon Michail



*"Jon Michail is regarded as the image advisor's advisor"*



As Australasia's leading image-maker and personal branding consultant, Jon has built his career on 30 years' 'insider' experience and mastery in the profession. He founded Image Group International so he could use his skills to help others maximise their personal and professional potential.

Since its inception, Jon has helped over 128,000 business leaders maximise their personal power, and harness their personal brand, which has helped them achieve success. He provides the tools, coaching, and confidence in your own skills to enable you to be more effective in your role, and your career.

As a business leader, however, Jon's background isn't what you'd expect.

A past award-winning designer with the Christian Dior brand, he saw early on the impact that image has on an individual. That's right, Jon began in the fashion world. And it was this cut-throat industry that he built a multi-million dollar business himself. It's where he realised that there was a real need for people to understand how projecting the right image could make or break their career—especially in the business world.

This interest led him to pursue further studies in International Business Management at Monash University, Australia and Media Relations at RMIT University, Australia and the Negotiations program at Harvard University.



With extensive experience in corporate communication, marketing, entrepreneurship, sports management, and luxury branding and backed with high level personal development himself, Jon has hands-on experience in what his clients are going through.

It was this first-hand knowledge that helped him pioneer the concept of holistic image management, leading him to be regarded worldwide as the image advisor's advisor. He's written the book on it—literally. Jon's best-selling book, *Life Branding!*, has been at the forefront of the personal branding space since it was first published in 2000, and is still considered today as one of the keystone personal branding texts.

What makes Jon connect with his clients is his down-to-earth and real-world approach to business and life. This honest, tell-it-like-it-is approach has helped transform thousands of people in their business, career and personal endeavours. He speaks honestly and boldly, but in a constructive, caring way that comes directly from his well-travelled personal experience.

Jon believes in your transformation and won't hold anything back. You shouldn't let your fears hold you back either, he'll tell you that fears are mostly "made up" stories backed by a belief that may no longer benefit you. It's time to make your personal brand tell **YOUR** authentic story.



**FINANCIAL  
REVIEW**

*"Jon Michail, author, Group CEO of Image Group International coaches, individuals and groups on Personal Brand Power, classifying them as no-name, recognised and superbrand status."*

**- Financial Review**



*Executive*  
**Traveller**

*"Jon Michail is The Master of Executive Makeovers."*





## What the media says

We walk the talk. The following testimonials are presented from the perspective that we understand the media and what they expect. We will do the same for your personal and business brand—positioning you as THE Authority in your industry.

**The Daily Telegraph**

*"Jon Michail re-known image expert works closely with organisations and individuals to define their personal brand in a competitive market place."*

**BRW.**

*"The way people are presented has a long term effect on the brand. Image Group International is working with organisations on improving the presentation of staff and matching the look of the staff to the brand image."*

**Daily Mail**

*"Jon Michail is THE Personal Branding Guru."*

**The Sydney Morning Herald**

*"Image Group International has taken a holistic approach of total presentation skills."*

**CFO**

*"Image Group International takes a more global approach to the business of image consulting."*



# Our success stories

We've helped businesspeople, changemakers, and entrepreneurs in Australia, UK, US and South East Asia among others to maximise their success through our holistic, authentic personal branding programs.

Here are just some of our success stories.



## Neale Daniher

**Ex-AFL Senior Coach of  
Melbourne Football Club, Australia  
General Manager Football Operations,  
West Coast Eagles Football Club,  
Western Australia  
Currently Patron and Founder @ MND**

**2019 Victorian of the Year**

**Member of Image Group  
International's Coaching Program**



*"Over the years I have sought professional help of various persuasions including media management, presentation skills, and image consulting. Several were engaged over the years but whilst they may have been knowledgeable, their ability to influence my team and I to any lasting degrees was limited if there at all.*

*It is this essential area of supporting and empowering of people to understand the "street smarts" behind the reason for and the power behind personal brand and perception management, that changes conditioned mind sets that stands you apart from all your colleagues."*





## Tim Williams

Previously worked at Hewlett Packard  
Currently Founder and CEO @ Deakon

Member of Image Group International's  
Coaching Program



Tim joined the program primarily due to issues of lack of confidence, in need of building his image appropriately in business situations, and guidance needed on purchasing/selecting the right clothes to achieve this.

The business coaching program started with running a seminar which mostly focused on building external image and being advised about the right etiquette towards business situations. Tim originally attended with nine of his co-workers. However, Tim gained such good value from the seminar that he continued the business coaching program individually.

In the next stage, we put emphasis on exploiting Tim's potential ability, through giving him more confidence to create his own business, mentoring for the benefit of his life and business purpose, and giving him input about entrepreneurship.

**Challenges:** Tim believed that there was only one percent difference to valuing a person whether or not they were making a good first impression. He was very optimistic that participating in the IGI's business coaching program could give him this one percent.

**Overcoming Challenges:** Within four years, Tim's income is three times higher than before and he has return on investment has been 30% per annum year on year, having successfully started his own business.

*"Image Group International is a very professional organisation, supporting people to become more confident by providing excellent knowledge. ... Jon actually changed my life. [He is] easy to work with, he is non-judgmental and the ultimate mentor to someone".*





## John Grundy

CEO @ Grundy Consulting Group

Member of Image Group International's Coaching Program



John found out about Image Group International (IGI) through one of his colleagues. He needed a mentor who was operating in a similar field of business as his. Our coaching program involved one-on-one coaching sessions, predominantly addressing his perceived problems, reviewing his situation, and finally providing an outcome-orientated end game.

**Special Touches:** The coaching program assisted him mostly in taking control and building his external image. It started with dressing him appropriately for business situations, then giving him direction in redesigning his business brand including—importantly—helping him in his presentation style towards his clients.

**Challenges:** John needed advice to improve the performance of his company, build revenue, and profit.

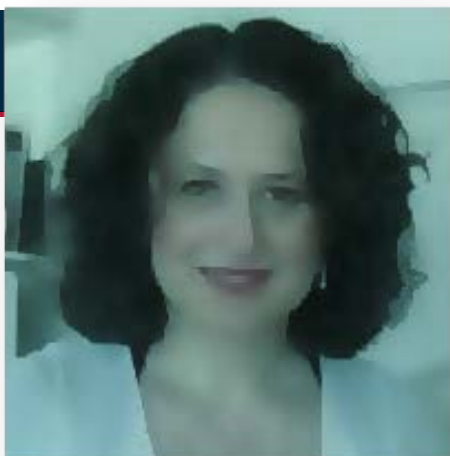
**Overcoming Challenges:** During the last three years that John has been coached his revenue increased by 300%.

*"IGI is very professional, helping people to solve their all business matters and provide excellent coaching program"*

*"Jon Michail has a good business himself. He has lavish experience in running businesses".*







## Christine Rudolph

HR Manager @ Telstra

Member of Image Group International's  
Coaching Program



Christine was thinking about getting improvement in her image and presentation skills after a holiday overseas. She found Image Group International (IGI) and was supported from her manager to become an IGI Client.

The first thing that Jon did for Christine in the Business Coaching Program was to change her wardrobe, supporting her to learn how to wear her clothes in a more professional way, coaching her over a four-month period on her personal image and presentation.

**Challenges:** Christine wanted to change her outlook and position herself for her career—and life in general.

**Overcoming Challenges:** After the coaching program Christine was ready to face the opportunities presented. She successfully re-developed her goals and also created a life she wanted to lead. The program made her realise and believe that “you are the controller of your destiny”, and look at things in a more positive way.

One thing Christine found great with Jon was that the amount of support provided. Instead of telling her to do everything, he actually coached her to do it. Christine was empowered to find the purpose of her life as well as believing more in her abilities more after the program.

*“Image Group International is a good community to be part of and very professional.”*

*“Jon Michail is a warm and passionate person to work with. He does not just dream things, he actually makes things happen. The time that I have spent with Jon was such a wonderful time, I would never forget.”*





## Mark Watt

**Co-Founder and CEO @ Whitelion, a non-for-profit organisation specialising in the juvenile justice system**

**Member of Image Group International's Coaching Program**



Mark recognised Image Group International (IGI) when celebrating the Melbourne Awards, where Image Group International was nominated for an award in that event. Knowing IGI was prominent in the business coaching arena, Mark later decided to join the program for advice required for his start-up non-for-profit organisation.

IGI designed a range of suitable coaching programs to address Mark's goals. Apart from providing advice, IGI gave their view about his potential. Numerous coaching sessions and discussions were held, where we providing advice, and gave strategy and action plans in regular monthly regular meetings.

**Special Touches:** IGI touched on the “little things” that helped Mark to improve his organisation. Fun things like financial advice in purchasing appropriate business outfits, how to increase image awareness, advising business strategy, and widening his network base. Despite having all the mentoring in business matters, the coaching program also benefited Mark's personal life, which mostly reflected on time management, negotiation skills, and influences.

*“Image Group International is very professional and Jon is very genuine, supportive, and easy to talk to. He gives much added value”.*





## About Image Group International

Image Group International (IGI) is a global team of practical, digitally savvy personal brand and image strategists committed to maximising your impact, influence and value in the ever-changing global business world.

An award-winning image and personal branding pioneer established in 1989, Image Group International is recognised as Australasia's leading personal brand image advisory with representative offices in Southeast Asia and the USA.

Image Group International supports individuals and business to position, grow and monetise their personal and corporate brands in order to maximise their business, career and personal success.

Image Group International is the ONLY image consultancy in the world that aims to be evidence-based. Our advice is based on independent research in combination with our hands-on practitioner expertise. We advise our clients on real world problems and our solutions are backed by facts, not ego based opinions.

We've been helping leaders and their teams (over 148,000 to date via our seminars and workshops) make a sustainable difference by providing break-through ideas and tools to be effective in their personal and business lives.

Image Group International designs different programs that take the natural abilities and personalities of both men and women and complements them with the professional brand image that others respect and admire. Image Group International offers leading edge programs on personal impact, appearance management, communications skills, public speaking, cross-cultural protocol and etiquette, corporate branding and career development.

We have offered services to many large scale clients over the years, some of which include, Qantas, BHP, Fosters, ANZ, NAB, Australia Post, Oracle, L'Oreal, Honda Australia and Rio Tinto. Some of its international clients include, Merrill Lynch, IBM, Google, Goldman Sachs, Singapore Airlines, Dell and Hewlett Packard.

In addition to the business world, Image Group International clients include elite athletes, media personalities, authors, musicians, actors, politicians and leading-edge changemakers.

**“Develop a Standard of Excellence.  
Without Distinction there is Extinction.”**

Jon Michail







## Your personal brand puts you in control of your personal story

In this guide we've shown you how Image Group International will help you undertake a holistic refresh of your personal brand. We've shown you what *real* personal branding means.

We've discussed the difference between branding yourself online and face-to-face, the need for putting in the work to build your credibility, and why so many people get this wrong.

After all, there are so many self-confessed 'personal branding experts' out there today that it's difficult to separate the real masters from the false prophets.

We'll help you avoid the pitfalls of surface-level personal branding, and help you achieve mastery on every aspect of Brand ME. Both online and face to face, we'll help you get this right.

So are you ready to refresh your personal brand from the inside out, and put yourself on your personal path to success?

Call us today to organise a meeting to discuss how we can help you maximise your personal and professional potential. We'll talk about what you're thinking and feeling, where you want to get to, and begin you on your coaching journey.

It's time to take control of your authentic personal brand, get noticed—and have some fun.



## How we'll work with you ..... Call Now

You can call us (from anywhere in the world) for your Discovery session or book appointment below.



1800 631 311 — Australia



+613 9824 0420 — Outside Australia

### 30-minute Discovery Session

You're invited to a 30-minute Discovery session with us. We'll discuss your current situation, your goals, your needs, and run through some diagnostics to understand how we can best help you grow your personal brand image.

[Book Appointment](#)

### Stay up-to-date with us

Interested in what else we can tell you? Sign up to our The Imagemaker™ newsletter to receive regular updates and helpful tips to keep you on top of your personal branding game.

[Sign up to The Imagemaker™](#)



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