

## **Know Thyself: Which One Of These Are You?**

What I'm about to share with you are the five most common scenarios that I see driving people's investments in their personal brand. These are the motivators that push them to spend the time and energy it takes to leverage and launch their personal brands.

You might find that one of these categories describes you perfectly, or you might see yourself in a few different elements across various categories. See which resonates as you read through each description and let's get a pulse check on what your motivators are as you begin this journey.



## The Eclectic

### **The Eclectic**

For an Eclectic, their background just doesn't appear to make sense. It's too diverse. You're struggling to make sense of it and bring clarity and focus to your brand and your future. I totally relate to this, as I am the only person I've ever met that leads marketing strategy, has a Bible degree, went to car design school and worked in legal marketing! So, don't worry; if I figured it out, you can too. I meet ecclectics all the time. They sometimes lack confidence because they compare themselves to other people whose experiences may align more clearly or whose goals are more easily mapped to their past.

Yet whatever your degree, background, or experience - no matter what you're doing now - we live in an age where it's wonderfully easy to bring together the diversity of your past and focus on the

creative threads between them. We can identify the common links between all the scattered dots, enable your unique qualities to shine forth, and connect those to what you're trying to do in the world.



## The Pivoter

### **The Pivoter**

A Pivoter needs to make a career or life pivot from one thing to another, and you need your personal brand to guide you. Maybe you're shifting industries entirely or pivoting to a new niche. You can see the value of a personal brand in making that leap and understand how it can guide you as you step into a new area. For a Pivoter, their personal brands are both guides and gravitas in order to both point the

way forward and bring credibility to an area where it seems like they might not have much established.



## The Geode

### **The Geode**

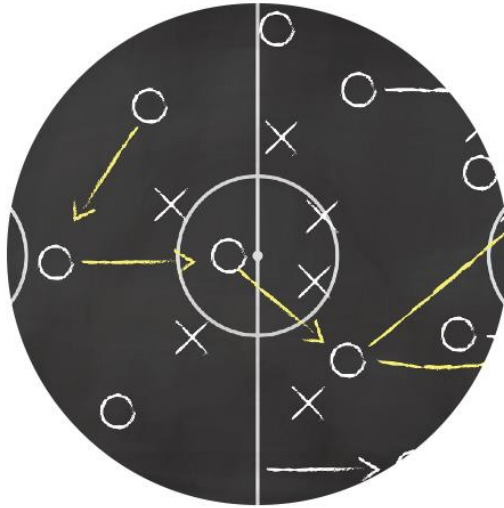
This is perhaps one of the most common personal brand drivers out there. I meet people all the time, especially well-established professionals and business leaders, who fall into this category.

If you don't know what a geode is, it looks like a regular rock on the outside - but once you crack it open, you'll find a bunch of brightly colored crystals that you'd never have known were inside. Geodes are usually sold at gift shops or landmark sites, polished up into a shiny finish.

That's exactly what many high trajectory and seasoned leaders need. They have an amazing personal brand just waiting to be cracked open,

shined up, and turned outward so the world can truly see and appreciate it. They don't need to make anything up, just get organized and get out there.

You might already have a strong sense of who you are. You just need to let it out and shine bright.



## The Tactician

### **The Tactician**

Tacticians are driven by a very specific need or opportunity, something acute. You need to get this personal brand thing figured out - locked, loaded, and aimed in a specific direction - because you have a very specific, often time-sensitive motivator. I meet a lot of tacticians in the business community, especially those who find themselves at a professional inflection point. Sometimes it's related to massive change on the business side. Other times

it's related to change in their personal lives. Either way, if you're coming to the table with the mindset of a tactician, you're operating with a fire under your feet, and a specific destination in mind.



## The Survivalist

### **The Survivalist**

Sometimes you need to create your personal brand out of necessity. In this scenario, this isn't just a fun marketing exercise or a way to look really cool to your peers. To a Survivalist, your personal brand is a weapon in a war for your survival, and you absolutely have to win. Often, survivalists are at a massive point of change in their life personally or professionally. It might be a ticking clock in the professional context, or it might be driven by financial pressure. It's not usually a fun place to be,

but chances are, if you're in the survivalist category, you are coming in highly motivated and ready to take action. You know you have to get it right.

Maybe one of these describes you to a T. Or maybe you identify more as a blend of a few different categories. Either way, it's good to know before you begin exactly what's driving your investment, because the next step in the process are all about getting clear on what you really want and who you really are.

Let's hit that next.



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