

## Highlights of BSAS Career Related Events

### **Personal Branding: The Secret to Building a Sustainable Business**

It's tough to stand out in this competitive market for investment management services, products, and job openings. Branding your company – or yourself – can help you to win new clients or a new employer, said Paige Arnof-Fenn, founder and CEO of Mavens & Moguls, a marketing strategy consulting firm, in her February 7 presentation to the Boston Security Analysts Society.

Look at Oprah as an example of a personal brand that inspires trust in consumers, said Arnof-Fenn. She recommends a book and it becomes a best seller. Today it isn't just celebrities like Oprah who can leverage the power of a compelling personal brand.

If you don't already think of yourself as a brand, it's time to start, said Arnof-Fenn. A brand lays the foundation for connecting with your potential buyers and hitting their emotional hot buttons. It reflects the core values that permeate your mission and your everyday actions. Authenticity is key, she added. You have to live those values for your brand to develop credibility.

Creating a brand involves a multi-step process. However, Arnof-Fenn suggests you ask the following questions to jump-start your branding process.

1. What motivates your employees and customers? It's important to understand why people will work for your company or buy your products or services. One way to get at that is to ask them "What four words come to mind when you think of my company or of me?" Sometimes you'll find they're prompted by something different than what you expected. You can take that knowledge and leverage it in your future marketing.
2. Why should they choose you? Understand what differentiates you from the other folks in your niche.
3. Who are you? For whom? What market do you serve? You can translate this into a compelling "elevator speech" that's phrased in terms of your listeners' needs rather than your skills or desires.

Once you answer these questions, you've taken the first steps on the journey toward creating your brand.

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