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## **Re-profiling the personal brand and self-promotion strategy**

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**Abstract:** In a world where informational content flows faster than ever, and where perceptions and attitudes are made and undone based on the most insignificant details, a deliberately built and structured personal brand helps achieve the recognition and success you want faster and Easier. If in the past having a personal brand was optional, today, in most fields, it is a differentiator. There are many people who are extremely good at what they do, good professionals, but who fail to reach their potential because the image that others have of them does not live up to their own worth. The image we have, the skills we have acquired and the reputation convey to those around us a story, a personal story. With the help of a brand we can influence the way people perceive us, we can create an image, a prestige with which we can influence potential customers, business partners and direct interlocutors. How we choose to share our story is up to us personally.

**Keywords:** personal branding, self promotion, impression management, self presentation, professional identity.

The image we have, the skills we have acquired and the reputation convey to those around us a story, a personal story [8].

What is our brand? How do our colleagues perceive us? How to build a personal brand that highlights our strengths and uniqueness, helps us get noticed and conveys what we know we stand for?

The way people around us perceive us reflects our personal brand. What comes to their mind when they hear our name? A consummate professional/a strong personality with a lot of positive energy/an expert in his field, influencer in every aspect, etc.

Starting from the official definition "Brand represents the totality of perceptions that an audience has about someone" [7], we can define personal brand as the image we build. It is therefore the way we promote ourselves, the reputation we enjoy. It is what sets us apart from other people, being built around us – our personality, lifestyle, interests, skills, experiences, etc.

Brand from a psychological perspective means power, it signifies an image, an emotion, marketing, identity and own style, being an example for those around – a model of behavior [6].



A personal brand is ingrained in the minds of people in society. Personal branding is the effort to communicate and present one's worth to the entire world. A true personal brand revolves around what others say about us. Personal branding revolves around what it says. In other words, branding is surface level, where a brand is an emotional connection.

We can define the personal brand by an image accompanied by emotion about what a person can do - or what he has to do - an influence of his own character that naturally and healthily builds the vision of others who are interacting. Because people gravitate towards other people. It's about what people say in your absence, about the image that conversations carry about one's own person [9]. We don't have to be exclusively notarial - let the whole country know us, but let the people who matter to us or the activity we directly carry out know us. By the way, personal brand exists whether we work on it or not. It evolves around the content we post, from social and search advertising to blog posts and websites, and is an ongoing process. Today, personal branding has become essential as everything around us changes at an astonishing speed, especially professionally. That is why it is necessary to be so good that others cannot ignore us!

Building your personal brand is done without compromising your values or changing who you really are. It's not about presenting a false identity or creating a persona or a mask. Successful personal branding means selecting certain parts of our personality to present ourselves to our network in the best possible light through our strengths.

In personal life, the overall picture is important, those "details" that make us unique, more loved and more easily accepted by those around us. There is no success without.. sacrifice.

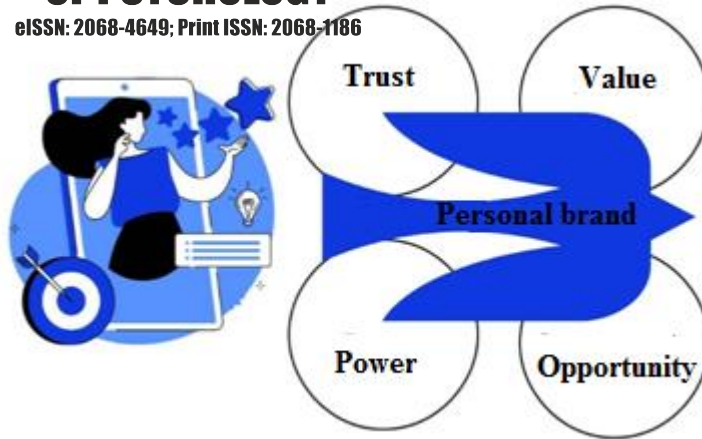
Niche is critical to success as a personal brand. Once we establish our niche, we know exactly who it addresses, with what type of messages, on which channels, with what frequency, etc.

The DNA of the personal brand defines the differentiated and recognizable image. A strong personal bra is durable and protects the community we serve. A professional image speaks about the values we respect, the things we do when we work, it's about creativity, ethics, respect for others, flexibility and accuracy [2].

The requirements of the profession or activity that we carry out, the indications that we promote at the level of values, all of these should be put into practice showing authenticity as a brand.

For a memorable personal brand you don't need to have a good or super good voice. It's about having our own voice. A unique voice. Identifiable only with our personality. A word full of value and of course constancy. It's about the courage to be! About healthy and ecological habits.

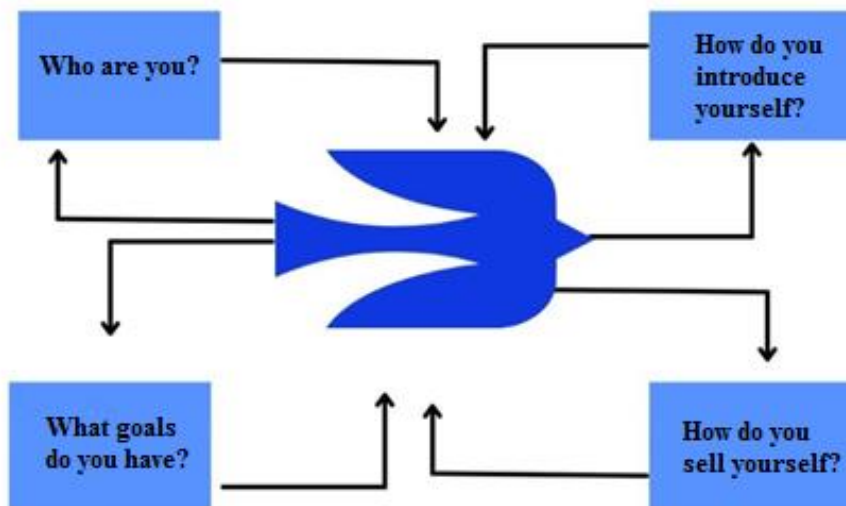
Creating a brand with a persistent sensory and behavioral identity – authentic, singular, unique, specific, like no other, to be remembered and remembered. With a target content that incorporates its own message and intention, that acts as an optimizing stimulus in the educational as well as social context.



**Fig. 1. Dimensions of the personal brand<sup>1</sup>**

Personal branding refers to the practice of professionals branding themselves and their careers as brands. The dimensions of the personal brand (Fig.1), represent a process that clarifies, communicates what makes us valuable, special and different within the organization in which we operate, within the industry, communities or market in which we operate.

A strong personal brand helps to gain people's trust and influence in the business environment, and above all it opens the way to new opportunities. This way we can highlight your strengths, knowledge, skills and level of expertise and use them to get people to buy whatever we have to offer. Following the construction of the personal brand (Fig.2), it is important to reflect and build step by step the legacy we leave in the business we operate in, in the projects we are involved in, in the communities we support, in the industry of which we are a part.



**Fig. 2. Building your personal brand<sup>2</sup>**

We don't invest in personal branding because we like to be famous, but because visibility helps us to transform, to positively influence, to bring us through what makes us special professionally - our contribution to a better world. Also, personal branding is important because it helps us to accelerate the achievement of the proposed career goal inside an organization or outside it, or, if we are an entrepreneur - it helps us to support the company's brand and attract new customers.

<sup>1</sup> Source: <https://startco.ro/blog/cum-sa-ti-construiesti-un-brand-personal/>

<sup>2</sup> Source: <https://startco.ro/blog/cum-sa-ti-construiesti-un-brand-personal/>



The Brand Personality Framework was developed by Stanford brand and marketing expert Jennifer L. Aaker. In a seminal article published in the *Journal of Marketing Research* in 1997, she provides a framework for conceptual thinking about brand personality through a five-dimensional model [1]. These dimensions are penciled in Table 1. A brand's personality characteristics further define each dimension with multiple nuances, and it is this resulting blend of traits that distinguishes and identifies a brand [5].

Dimensions of brand personality	
<b>Sincerity</b>	this personality type tends to be ethical, reliable and down to earth.
<b>Emotion</b>	these brands are often bold, creative and witty.
<b>Competence</b>	brands that fit this personality type are smart and trustworthy.
<b>Refinement</b>	these brands are often high class, charming.
<b>Resistance</b>	rugged brands tend to be outdoorsy and tough.

**Table 1. Aaker's model: dimensions of brand personality**

A strong, well-defined and attractive brand personality is vital to cultivating a lasting relationship between an organization and its audience. As human beings, we tend to gravitate towards brands that represent our ideals in the world and represent them in the work we do. We look for the brands that help define us, whether it's through the clothes we wear, the technology we use or the food we eat. A personality helps brands negotiate the purchase decision more easily [1].

By leveraging a unique set of personality traits, a brand can project itself beyond simple product features and benefits into a much deeper and more meaningful relationship with its customers.

However, we can fine-tune our brand with a few careful steps. E.g:

- We set goals for personal branding: we decide what we want to be known for and what we will need to do to establish our identity.
- We listen to the existing brand: we search online and find out what people are already saying about us. This will show us how much and what we need to change.
- We create a coherent strategy: we determine how we will present our identity (blogging, interviews, social networks etc.) and follow a regular schedule.

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