

PERSONAL BRANDING

Lezione n.3

Paolo Errico

ALCUNE INFO DI SERVIZIO

FONDAZIONE UNIVERSITÀ POPOLARE DI TORINO* ONLUS

FOGLIO PRESENZE

Cognome:..... Nome:.....

Corso:..... Orario:.....

	Data	Osservazioni	Firma del docente
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FOGLIO PRESENZA

http://www.unipoptorino.it/programmi/firme_presenze_crediti_formativi.pdf

Prima lezione: no firma
Seconda in avanti: firma

DOWNLOAD LEZIONI PRECEDENTI

www.iosonoazienda.it

Le email raccolte serviranno ad inviare le lezioni,
comunicazioni di cambio orario ecc

LOGO?













LA SCELTA

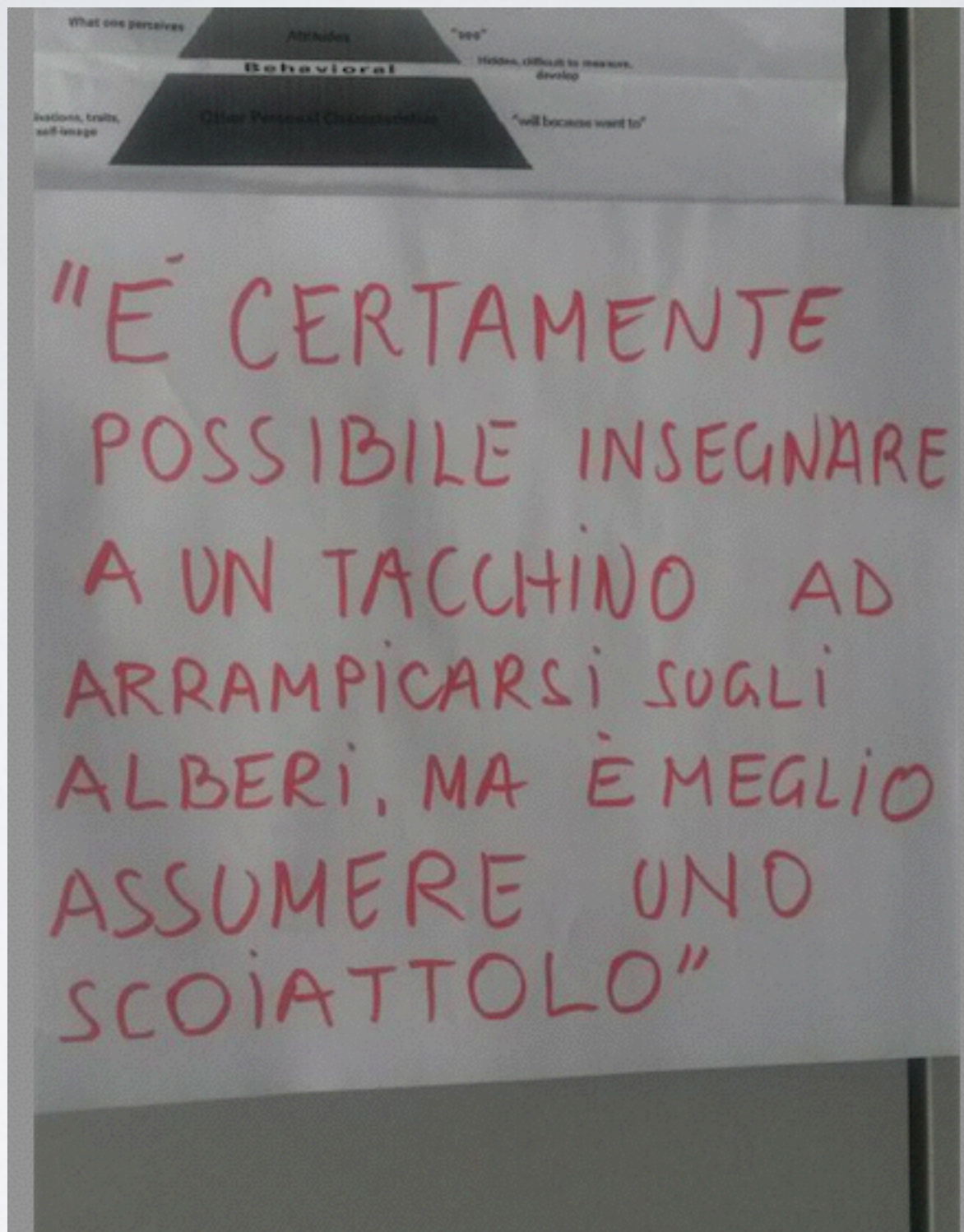
Ognuno sceglie in base a:

- proprio gusto personale (amemipiacenting)
- in base al già visto (codici di serenità/protezione)
- in base alla propria professione

La semiotica (dal termine greco **σημείον** semeion, che significa "segno") è la disciplina che studia i segni e il modo in cui questi abbiano un senso (significazione).
(wikipedia)

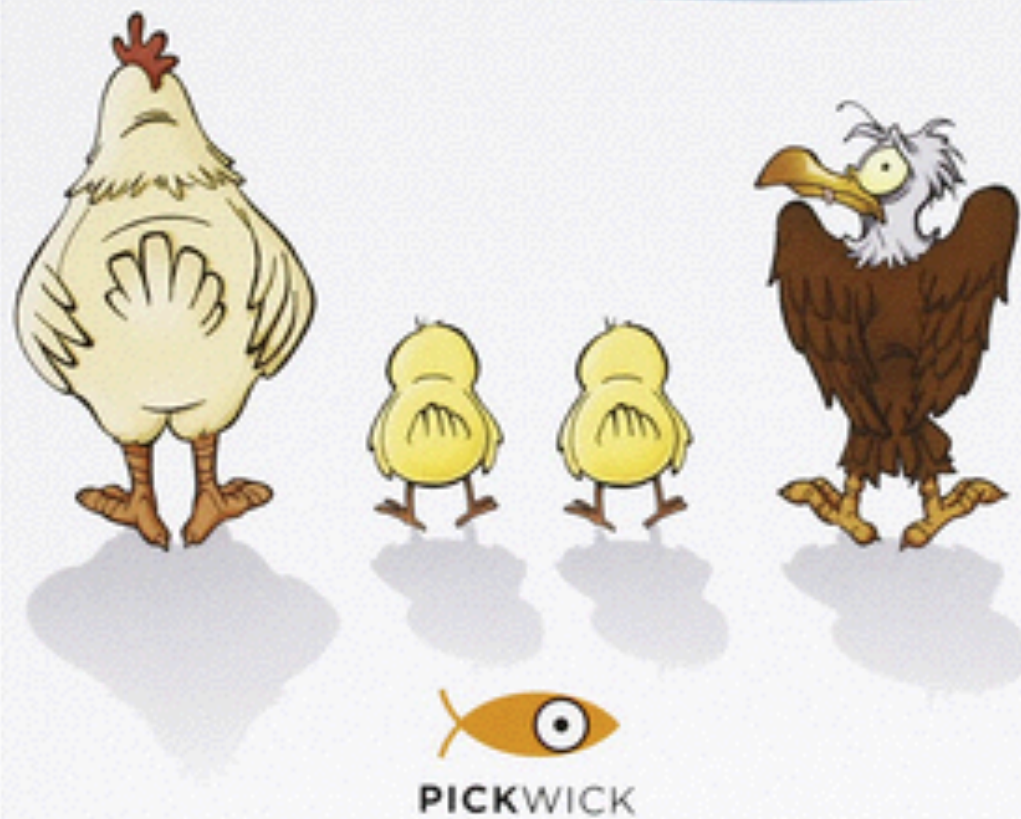


OK



Anthony De Mello

**MESSAGGIO
PER UN'AQUILA
CHE SI CREDE
UN POLLO**



la vita è quella cosa che ci
accade mentre siamo
impegnati a fare altri progetti

La parola chiave è "consapevolezza"
e, attraverso un percorso fatto di
brevi capitoli da meditare e di
semplici esercizi, ci conduce
nell'intimità di noi stessi, alla scoperta
dei nostri veri bisogni e desideri, e ci
aiuta a scoprire chi siamo davvero e
dove vogliamo andare. Il suo
messaggio è forte e diretto: "Scopri
te stesso e riprenditi la vita".

La parola chiave è
"consapevolezza"

Ci aiuta a scoprire chi
siamo davvero e dove
vogliamo andare.

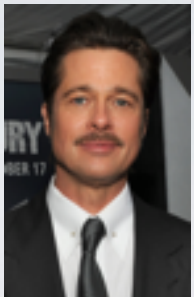
Il suo messaggio è forte e
diretto:

**"Scopri te stesso e
riprenditi la vita".**



PUNTATE PRECEDENTI

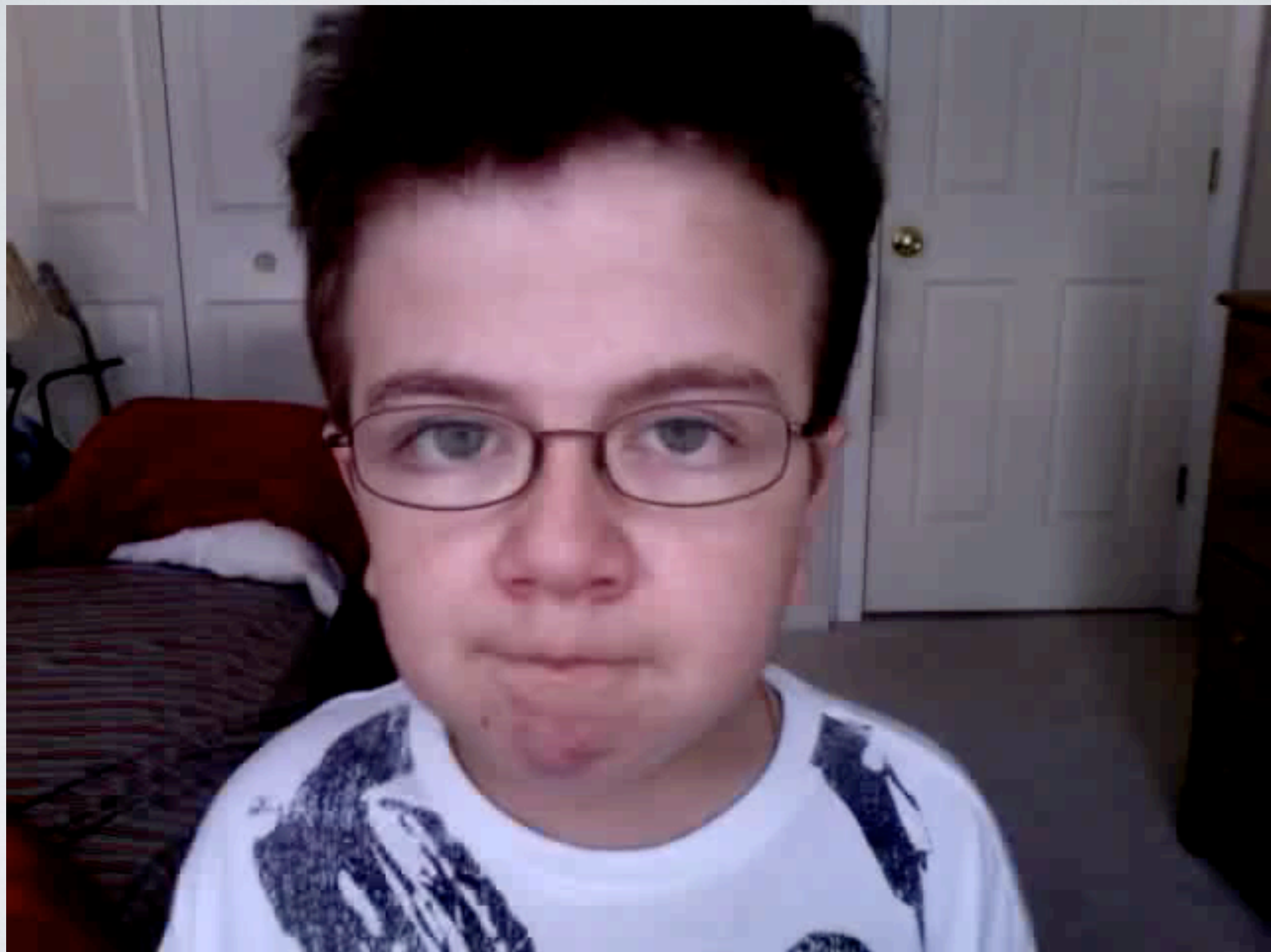




BELLEZZA

SIMPATIA

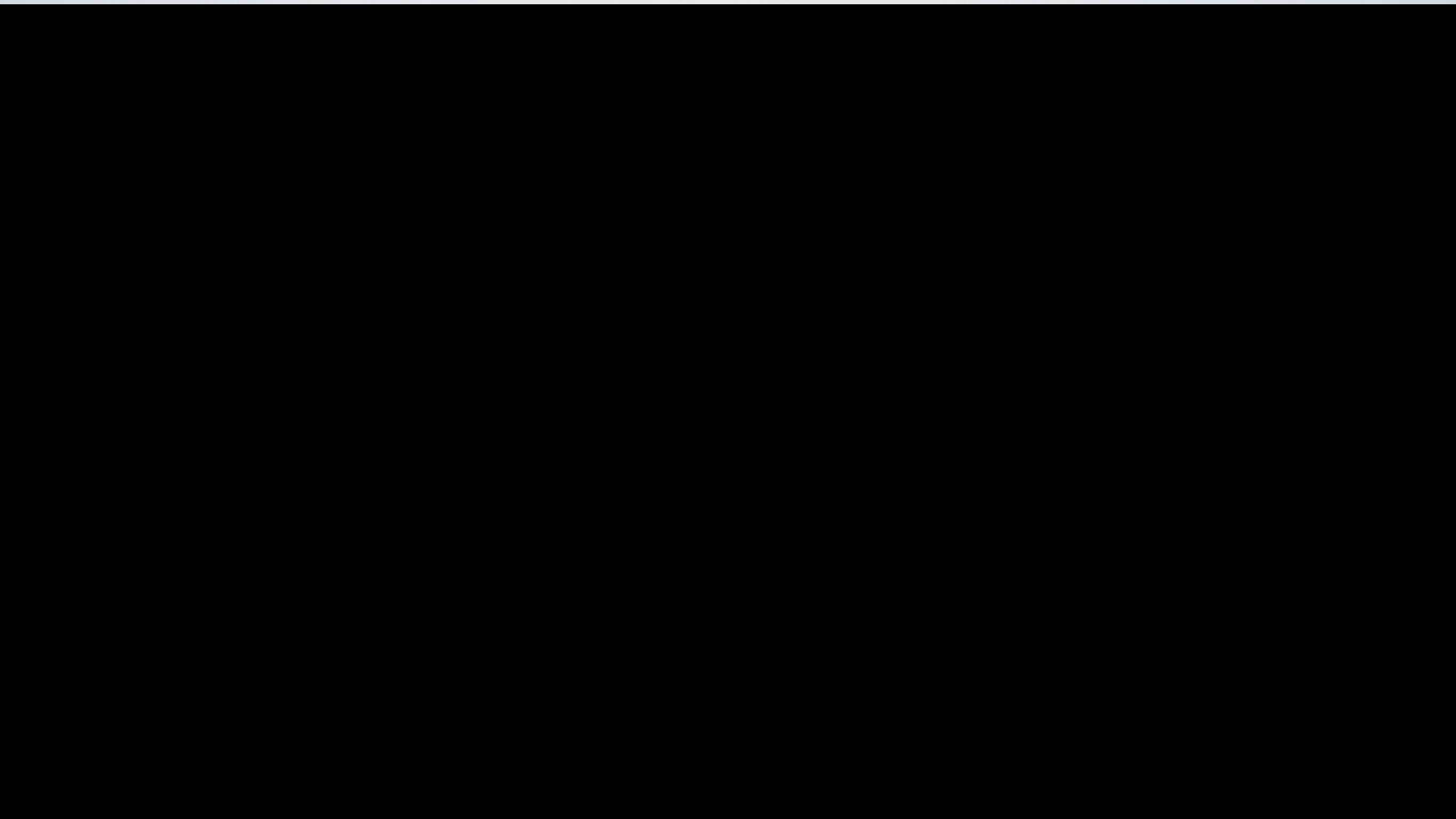




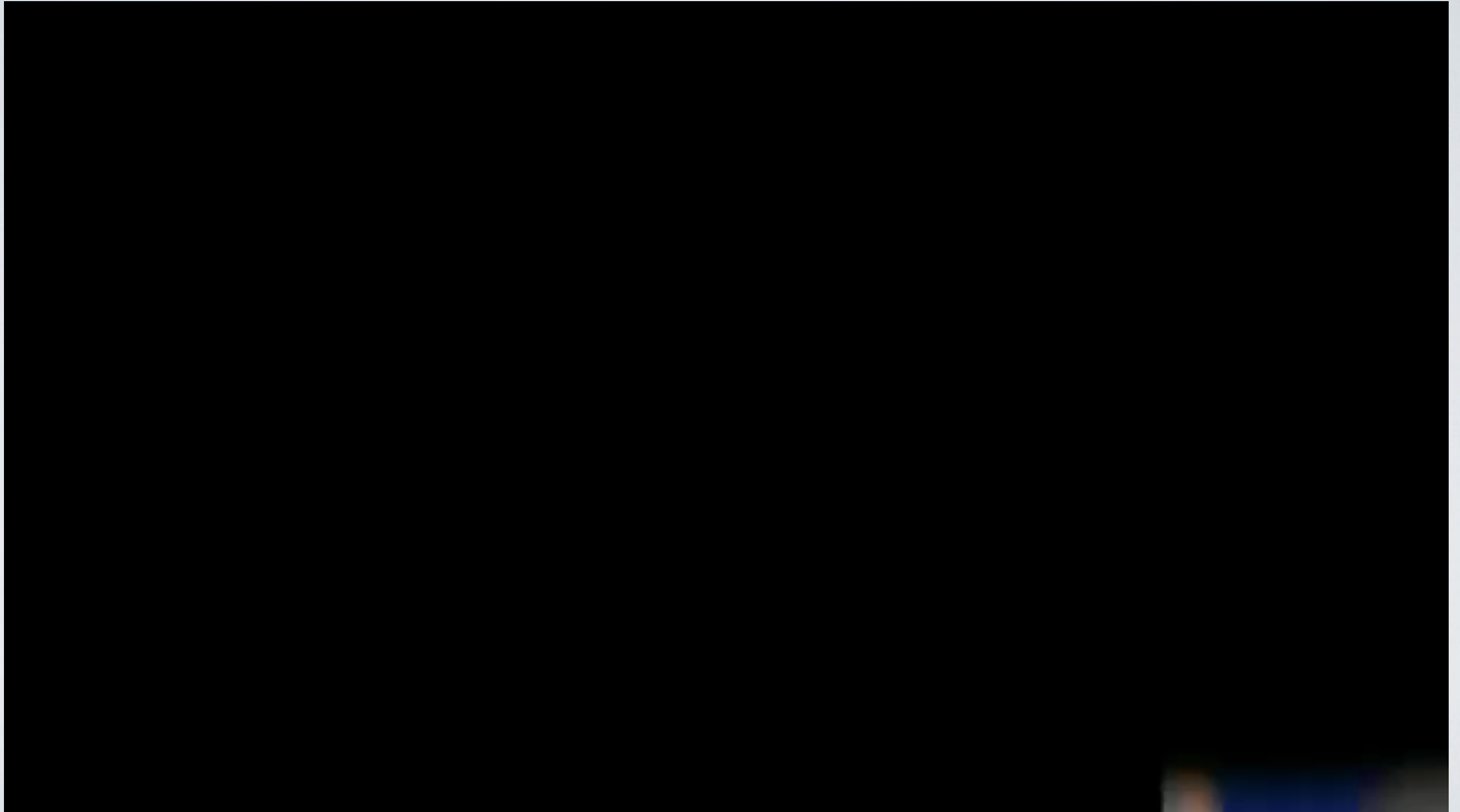
5 lezioni per avere successo nel lavoro: Annalisa Monfreda

TED^xIED

COME SEMBRARE INTELLIGENTE!

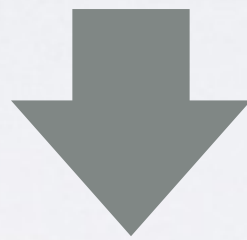


CAMBIARE IN 30 GIORNI...



DEFINIZIONE

Il tuo Personal Brand è la ragione
per cui un cliente, un datore di lavoro o un partner ti sceglie



FARSI COMPRARE

CHE COS'E' IL
PERSONAL BRANDING

**It's what people say
about you when
you're out of the room**

Jeff Bezos



QUESTA DEFINIZIONE INTRODUCE ALTRI CONCETTI

**A brand is what you
want to sell;
reputation is
what they buy;
professionalism is
what you demonstrate**

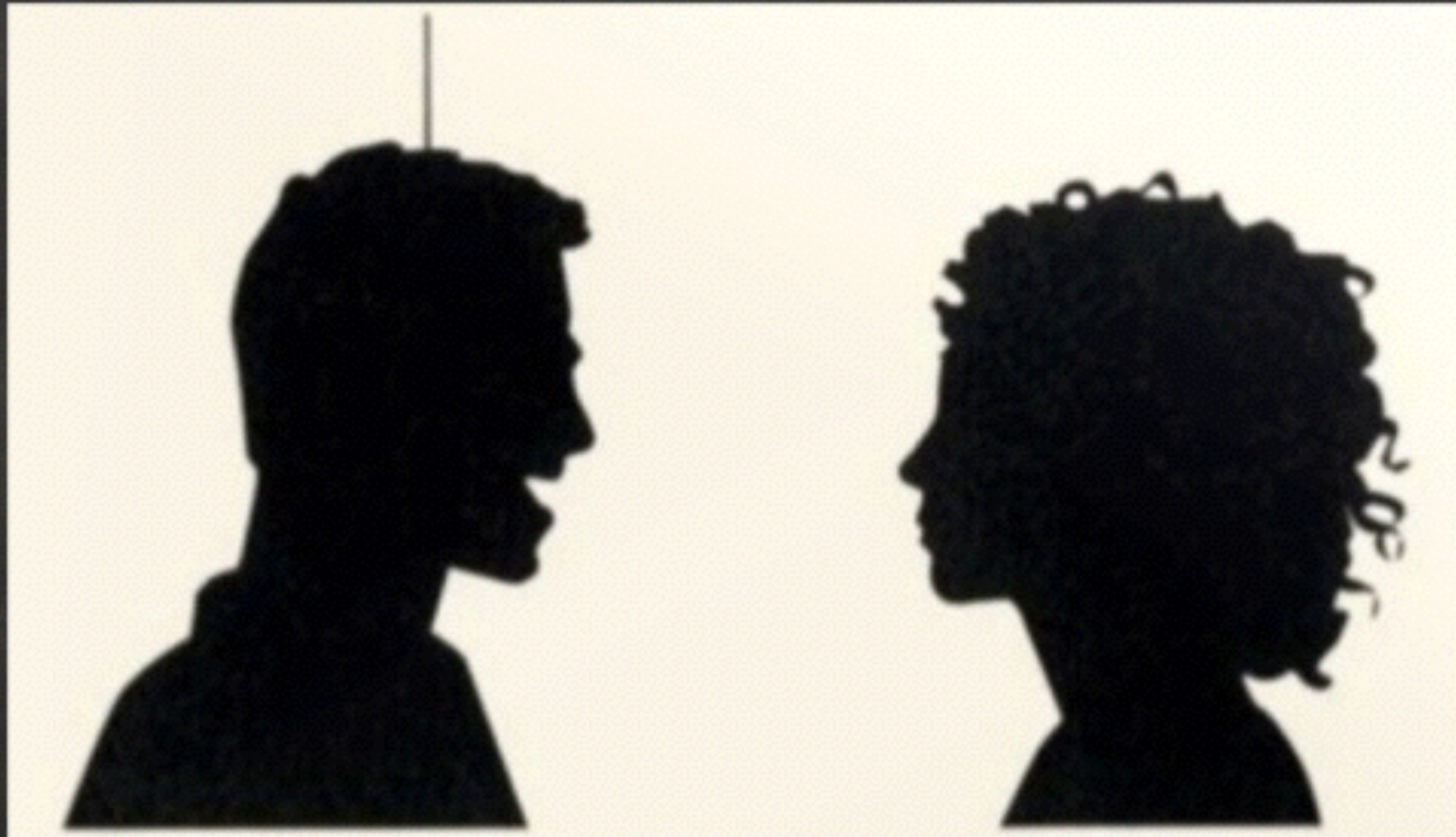
Alfonso Alcántara

Brand è quello che vuoi vendere

Reputazione è cosa gli altri
comprano di te

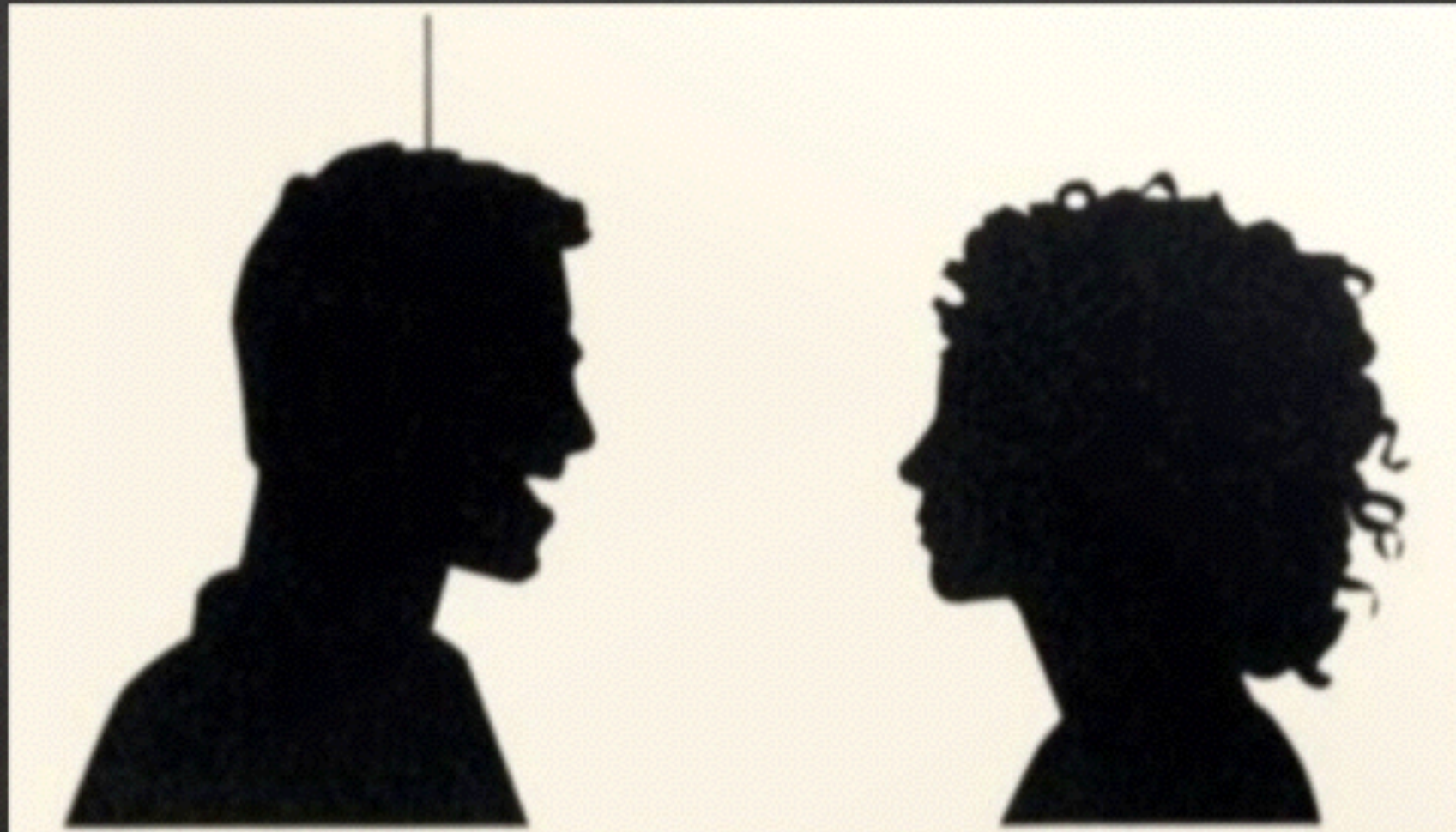
Professionalità è cosa dimostri
con i fatti

Sono un grande uomo!



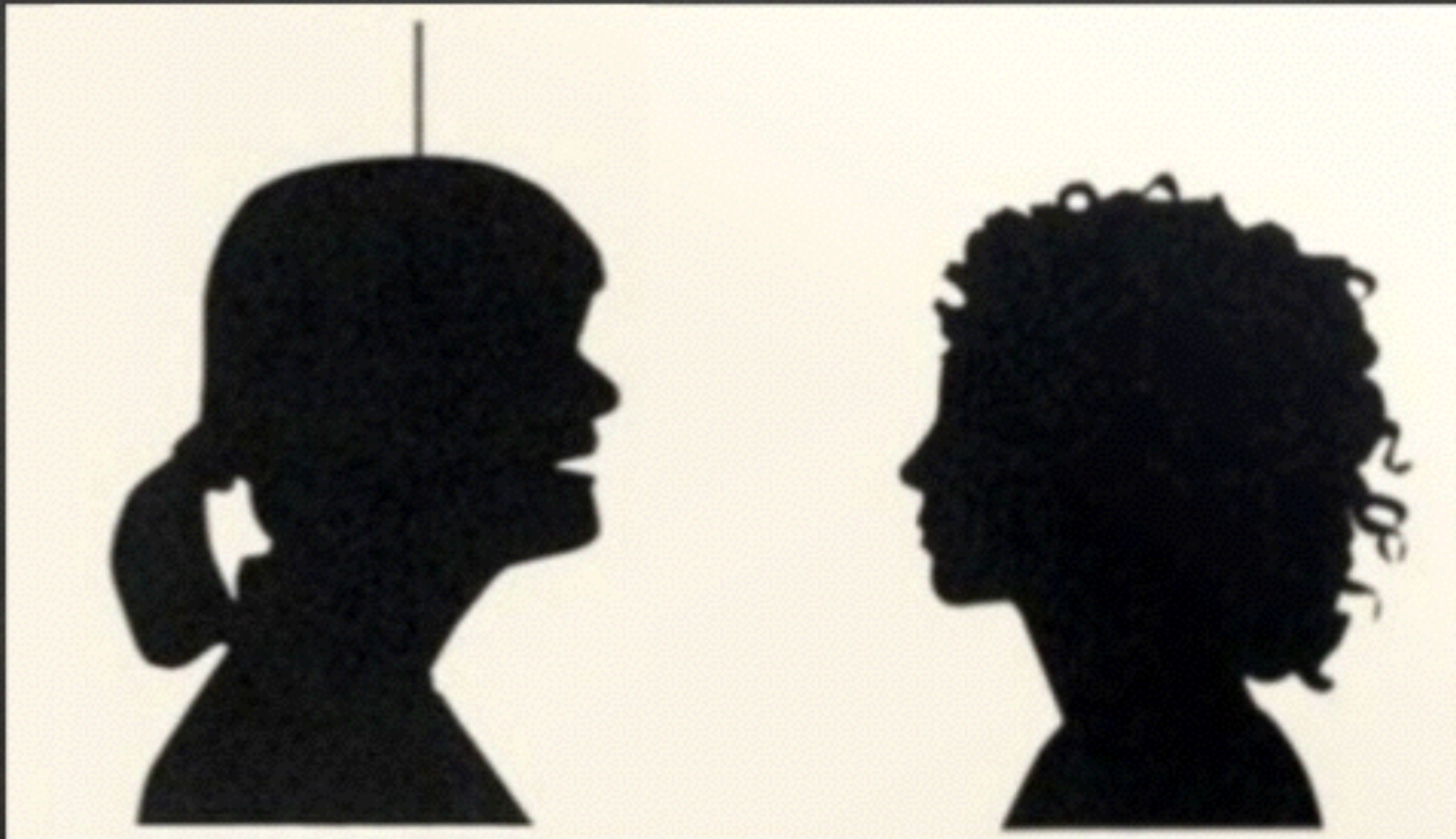
MARKETING

Sono un grande uomo!
Sono un grande uomo!
Sono un grande uomo!



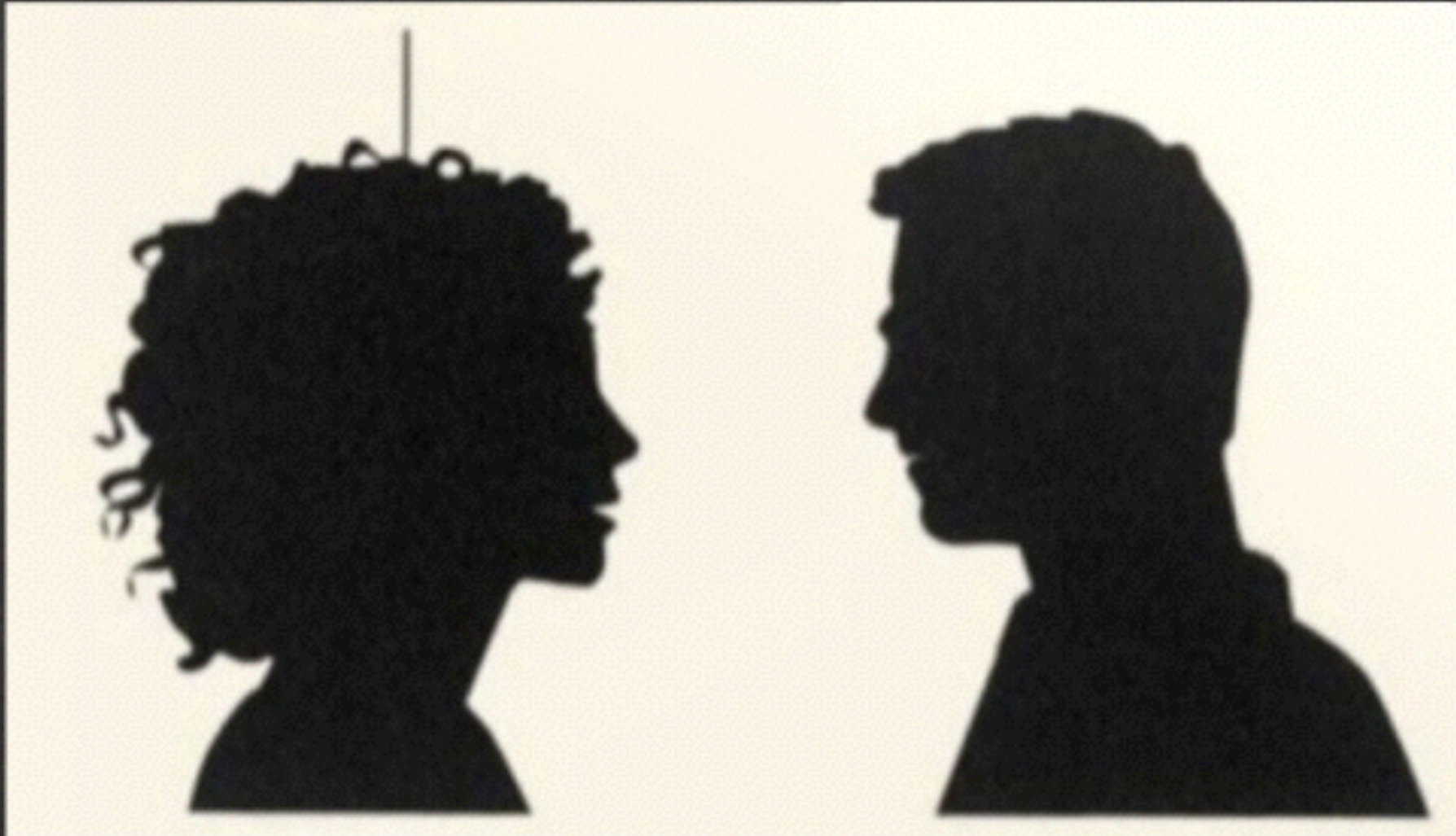
ADVERTISING

Credimi: è davvero
un grande uomo!



PUBLIC RELATIONS

Mi sono resa conto
che tu sei davvero
un grande uomo!



BRANDING

METODO DEL BUSINESS MODEL CANVAS

(poi in PERSONAL BRANDING CANVAS)

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

REASONS FOR PARTNERSHIP

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES

Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Revenue
Performance
Customization
"Doing the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistant
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platforms

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

Physical
Intellectual (Patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES

1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL

Cost Driven (Desired cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Desired cost structure, premium value proposition)

SCALE CHARACTERISTICS

Fixed Costs (Salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES

Asset sale
Usage fee
Subscription Fees
Licensing/Leasing/Financing
Advertising

FIXED PRICING

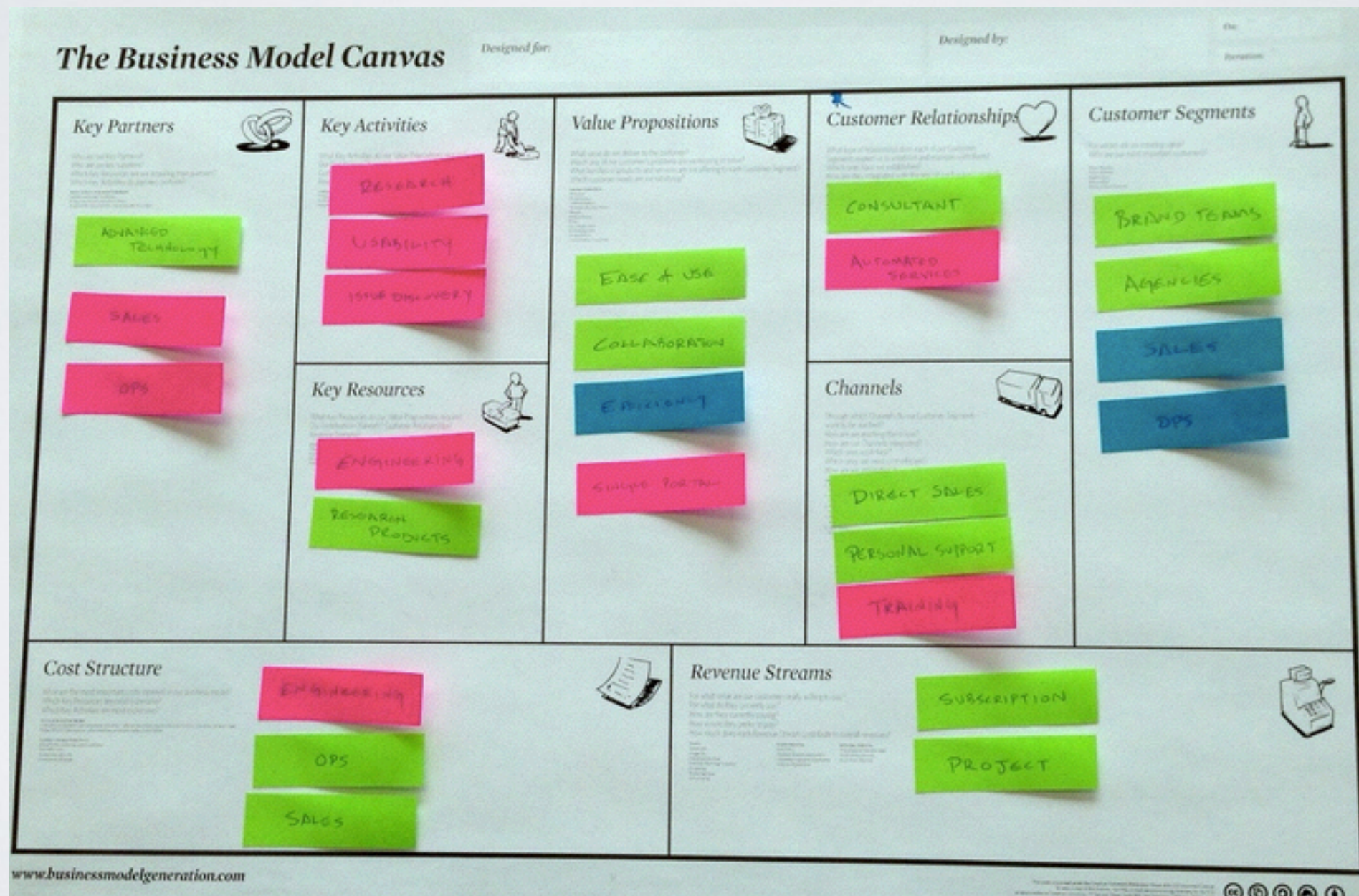
Unit Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING

Regulation (Surgepricing)
Yield Management
Real-time Market

ISTRUZIONI

ESEMPIO FINALE COMPILATO



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MITIGATIONS FOR PARTNERSHIPS

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES

Production
Problem Solving
Platform/Network

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

Physical
Intellectual (Patents, copyrights, data)
Human
Financial

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Revenue
Performance
Customization
"Doing the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multisided Platforms

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES

1. Awareness
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2. Evaluation
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3. Purchase
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4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL

Cost Driven (Desired cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Desired cost structure, premium value proposition)

SCALABLE CHARACTERISTICS

Fixed Costs (Salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

FIXED

Asset sale
Usage fee
Subscription Fees
Licensing/Leasing
Advertising

PERIODIC

Unit Price
Product Feature dependent
Customer engaged
Volume dependent

DYNAMIC PRICING

Regulation (Surgepricing)
Yield Management
Real-time Market

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The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

REASONS FOR PARTNERSHIP

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES

Production
Problem Solving
Platform/Network

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPE OF RESOURCES

Physical
Intellectual (Patents, copyrights, data)
Human
Financial

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Scarcity
Performance
Customization
"Doing the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platforms

Channels



Through which Channels do our Customer Segments want to be reached?
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Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL

Cost Driven (Desired cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Desired cost structure, premium value proposition)

MAIN CHARACTERISTICS

Fixed Costs (Salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPE

Asset sale
Usage fee
Subscription Fees
Licensing/Leasing/Financing
Advertising

FIXED PRICING

Unit Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING

Regulation (Surgepricing)
Yield Management
Real-time Market

destinatario

The Business Model Canvas

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Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MITIGATIONS FOR PARTNERSHIP

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES

Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Revenue
Performance
Customization
"Doing the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

Physical
Intellectual (Patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
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CHANNEL PHASES

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Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL

Cost Driven (Desired cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Desired cost value creation, premium value proposition)

SCALE CHARACTERISTICS

Fixed Costs (Salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

FIXED

Asset sale
Usage fee
Subscription Fees
Licensing/Renting/Leasing
Brokerage fees

PERIODIC

Unit Price
Product Feature dependent
Customer segment dependent
Volume dependent

DYNAMIC/PERIODIC

Regulation (Surgepricing)
Talent Management
Deal Structure fee

Risultati attesi

in altre parole

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

REASONS FOR PARTNERSHIP
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

cosa fai?

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Conking the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

come ti
rendi utile?

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated / Personal Assistance
Self
As
Co

come
interagisci?

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

a chi sei
utile?

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (Patents, copyrights, data)
Human
Financial

chi ti aiuta?

chi sei e
cosa hai?

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
2. Interest
3. Evaluation
4. Trial
5. Adoption

come ti fai
conoscere e
porti valore?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL
Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive scales)
Value Driven (focused on value creation, premium value proposition)

SCALE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

cosa dai?

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenue?

TYPE	FIXED PRICING	DYNAMIC PRICING
Asset sale	Unit Price	Regulation (Surgepricing)
Lump sum	Product feature dependent	Talent Management
Subscription Fees	Customer segment dependent	Deal Street Market
Licensing/Leasing	Volume dependent	
Advertising		

cosa
ottieni?

PERSONAL BRANDING CANVAS

The Personal Branding Canvas

Progettato per:

Progettato da:

titolo:

Interazione n.

Chi Sei (identità)



Cosa ti rende una persona speciale?

CATEGORIE:

- Caratteristiche fisiche
- Personalità
- Storia personale e professionale
- Cultura, interessi e passioni, cause sostenute
- Valori, Purpose, Vision

Cosa fai (Offerta)



Quali competenze/capacità hanno valore per i tuoi Clienti?
Quali servizi o prodotti rilevanti offri loro?

CATEGORIE:

- Servizi e/o prodotti
- Soft e hard skill
- Modalità di Relazione con i Clienti

Quali benefici (Benefici chiave)



Quali benefici ottengono i tuoi Clienti, quando hanno a che fare con te?

BENEFICI:

- Funzionali (i problemi risolti o i bisogni soddisfatti)
- Emozionali (come si sentono)
- Di auto-immagine o auto-espressione (il tipo di persona che pensano di essere)
- Sociali (le persone con cui possono entrare in contatto)

Perché tu (Positioning)



Quale elemento distintivo dei Mocchi superiori del Canvas ti differenzia rispetto ai competitor e ti rende attraente per la Audience?

POSITIONING CHECKLIST

La posizione che ottieni nella mente della Audience quando ti confronti con i tuoi competitor:

- È credibile, specifica e peculiare?
- È rilevante per i bisogni dei tuoi Clienti?
- Implica un evidente e valido set di benefici?
- Giustifica un prezzo maggiore?
- Quale fetta di mercato determina?
- Fa leva su un duraturo punto di debolezza esistente o probabile di un competitor?
- Può essere imitata dai competitor?
- Qual è la forte motivazione dei Clienti che la sostiene?

Chi lo deve sapere (Audience)



Per chi crei valore?

Chi sono i tuoi Clienti più importanti?

Chi influenza i tuoi Clienti?

Chi altro ti aiuta a sviluppare il tuo Brand?

CATEGORIE:

- Segmenti di clientela
- Influencer (giornalisti, blogger, opinion leader, referral, etc.)
- Community e tribù (online e offline)
- Opinione pubblica

Perché Sei credibile (Ragioni per credere)



Cosa ti rende credibile per la Audience?

CATEGORIE:

- Curriculum, portfolio, risultati
- Attestati, titoli e risultati formativi
- Ruoli in associazioni, volontariato
- Opinioni e/o referenze di stakeholder riconosciuti
- Ruoli accademici e/o pubblicazioni
- Proprietà intellettuale
- Oggetti, beni, risorse
- Etc.

Come lo fai Sapere (Comunicazione)



Come ti fai conoscere dalla Audience?

Quali Canali privilegi per arrivare alla Audience?

Come crei una relazione con la Audience?

CATEGORIE:

- Immagine visuale e verbale
- Comunicazione interpersonale, storytelling
- Publicity, Public Relation, Networking
- Sponsorizzazioni e pubblicità
- Eventi e presentazioni
- Digital Marketing
- Etc.

Di cosa hai bisogno (Investimenti chiave)



In quali Partner chiave, Attività chiave o Risorse chiave investi o devi investire per fare Personal Branding con successo?

CATEGORIE:

- Marketing e Comunicazione
- Beni, risorse materiali e tempo
- Fornitori, consulenti e partnership
- Formazione
- Proprietà intellettuale

Cosa ottieni (Risultati)



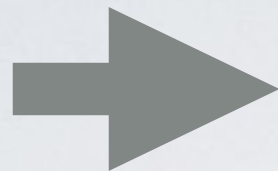
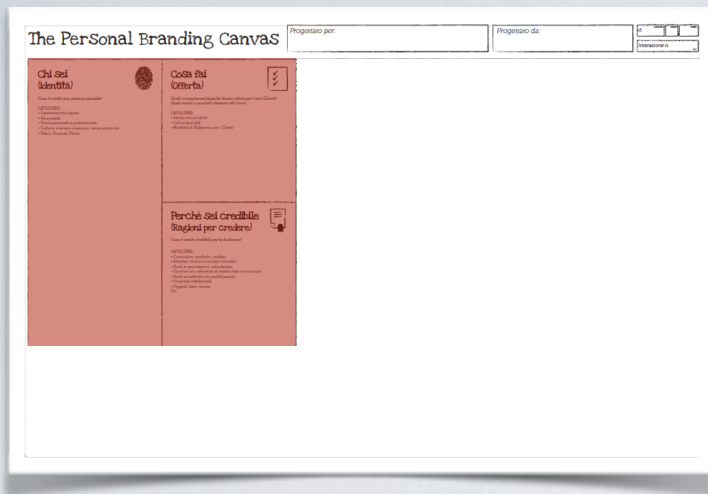
Quali risultati hai raggiunto o vuoi raggiungere grazie al tuo Personal Brand?

Come sei o come vuoi essere percepito?

Cosa si dice o vorresti si dica di te?

CATEGORIE:

1. Visibilità, riconoscibilità, notorietà, memorabilità
2. Leadership, rispetto, immagine, reputazione
3. Differenziazione, qualità percepita, rilevanza
4. Premium price, market share
5. Fedeltà dei Clienti, retention, advocacy



La tua Identità
La tua Offerta
Ragioni per Credere a ciò che offri

PARLIAMO DI NOI

(la parte del Canvas che ti descrive)

Chi Sei (identità)



Cosa ti rende una persona speciale?

CATEGORIE:

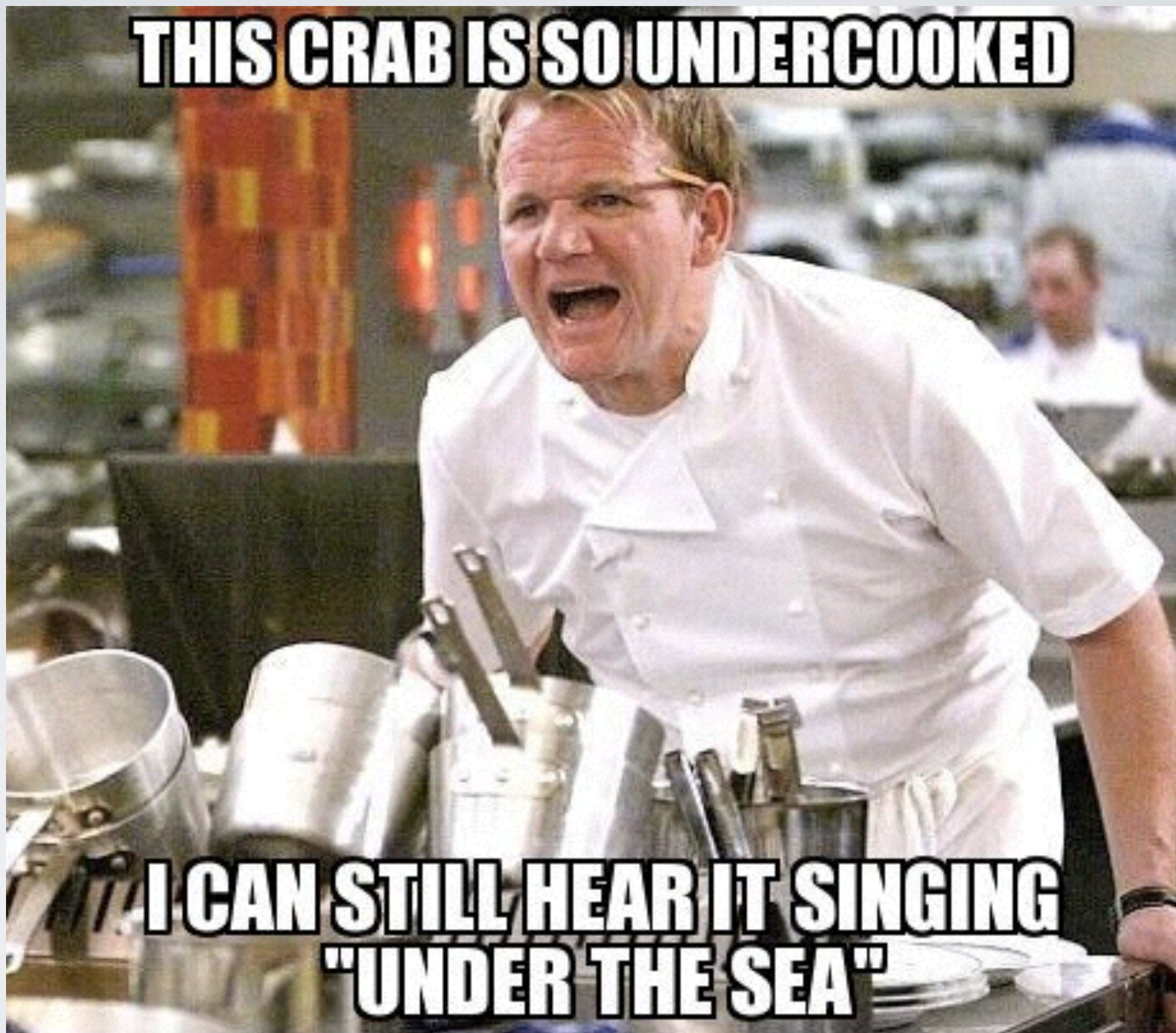
- Caratteristiche fisiche
- Personalità
- Storia personale e professionale
- Cultura, interessi e passioni, cause sostenute
- Valori, Purpose, Vision



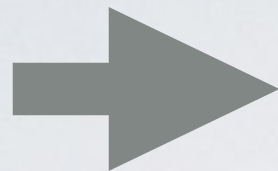
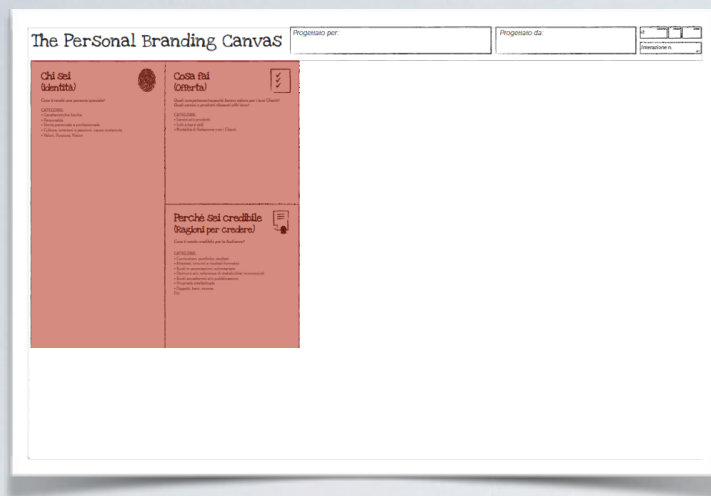


F•R•I•E•N•D•S

THIS CRAB IS SO UNDERCOOKED



**I CAN STILL HEAR IT SINGING
"UNDER THE SEA"**



La tua Identità
La tua Offerta
Ragioni per Credere a ciò che offri

PARLIAMO DI NOI

(la parte del Canvas che ti descrive)

Cosa fai (Offerta)



*Quali competenze/capacità hanno valore per i tuoi Clienti?
Quali servizi o prodotti rilevanti offri loro?*

CATEGORIE:

- Servizi e/o prodotti
- Soft e hard skill
- Modalità di Relazione con i Clienti



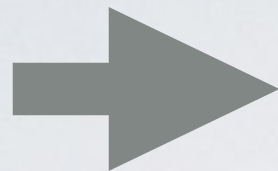


The Personal Branding Canvas

Progettato per: _____ Progettato da: _____

Intervista n. _____

Chi sei (identità) Con quali nomi conosci/rispondi? Qual è il tuo background? Quali sono le tue competenze? Quali sono le tue esperienze? Quali sono le tue passioni? Quali sono le tue valori?	Cosa fai (offerta) Che cosa offri al tuo pubblico? Quali sono i tuoi prodotti/servizi? Quali sono le tue competenze? Quali sono le tue esperienze? Quali sono le tue passioni? Quali sono le tue valori?
Perché sei credibile (ragioni per credere) Con quali elementi ti rendi credibile? Quali sono le tue competenze? Quali sono le tue esperienze? Quali sono le tue passioni? Quali sono le tue valori?	



La tua Identità
 La tua Offerta
 Ragioni per Credere a ciò che offri

PARLIAMO DI NOI

(la parte del Canvas che ti descrive)

Perché Sei Credibile (Ragioni per credere)

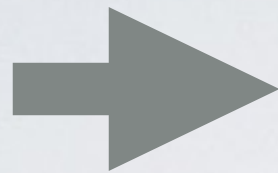
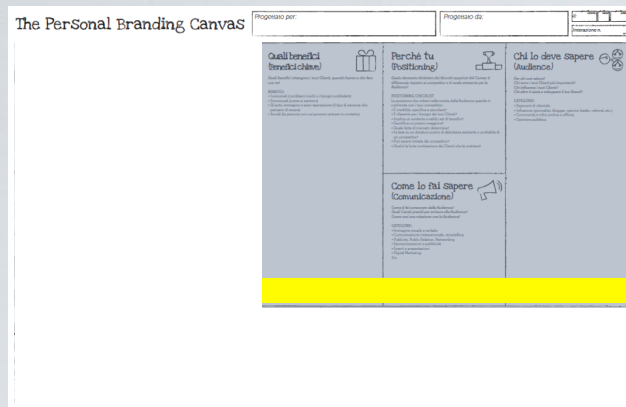


Cosa ti rende credibile per la Audience?

CATEGORIE:

- Curriculum, portfolio, risultati
- Attestati, tirocini e risultati formativi
- Ruoli in associazioni, volontariato
- Opinioni e/o referenze di stakeholder riconosciuti
- Ruoli accademici e/o pubblicazioni
- Proprietà intellettuale
- Oggetti, beni, risorse
- Etc.





Audience
Benefici Chiave
Positioning
Comunicazione

I DESTINATARI

(come influenzi chi ti ascolta)

Chi lo deve Sapere (Audience)



Per chi crei valore?

Chi sono i tuoi Clienti più importanti?

Chi influenza i tuoi Clienti?

Chi altro ti aiuta a sviluppare il tuo Brand?

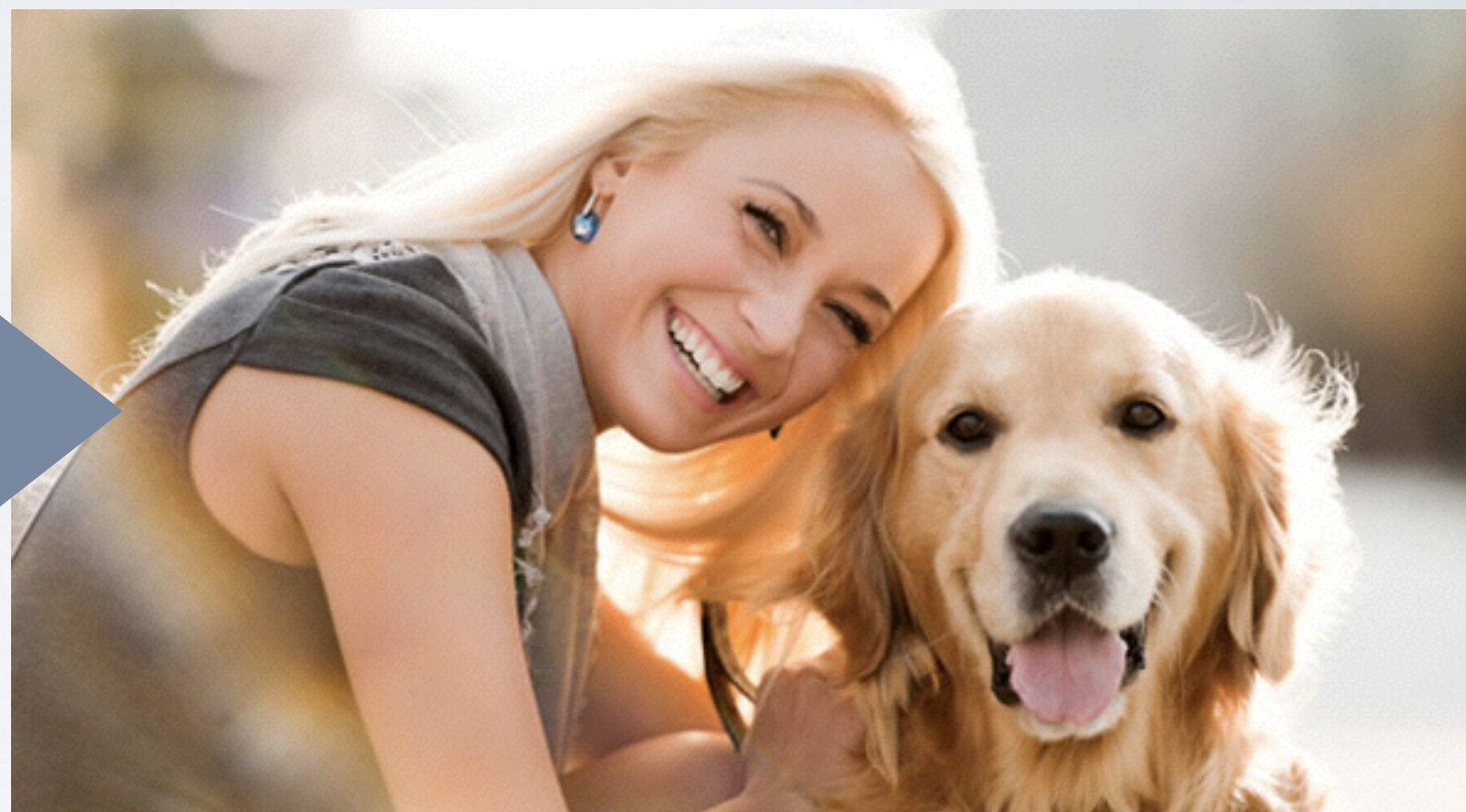
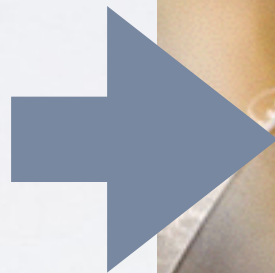
CATEGORIE:

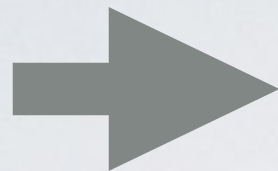
- Segmenti di clientela
- Influencer (giornalisti, blogger, opinion leader, referral, etc.)
- Community e tribù (online e offline)
- Opinione pubblica



CLIENTI

CIBO PER CANI





Audience
Benefici Chiave
Positioning
Comunicazione

I DESTINATARI

(come influenzi chi ti ascolta)

Quali benefici (Benefici chiave)



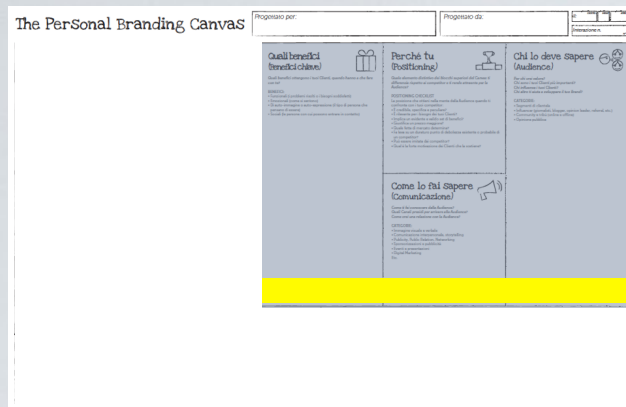
Quali benefici ottengono i tuoi Clienti, quando hanno a che fare con te?

BENEFICI:

- Funzionali (i problemi risolti o i bisogni soddisfatti)
- Emozionali (come si sentono)
- Di auto-immagine o auto-espressione (il tipo di persona che pensano di essere)
- Sociali (le persone con cui possono entrare in contatto)







Audience
Benefici Chiave
Positioning
Comunicazione

I DESTINATARI

(come influenzi chi ti ascolta)

Perché tu (Positioning)



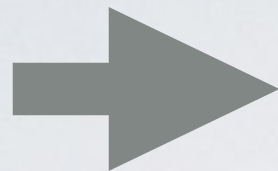
Quale elemento distintivo dei blocchi superiori del Canvas ti differenzia rispetto ai competitor e ti rende attraente per la Audience?

POSITIONING CHECKLIST

La posizione che ottieni nella mente della Audience quando ti confronti con i tuoi competitor:

- È credibile, specifica e peculiare?
- È rilevante per i bisogni dei tuoi Clienti?
- Implica un evidente e valido set di benefici?
- Giustifica un prezzo maggiore?
- Quale fetta di mercato determina?
- Fa leva su un duraturo punto di debolezza esistente o probabile di un competitor?
- Può essere imitata dai competitor?
- Qual è la forte motivazione dei Clienti che la sostiene?





Audience
Benefici Chiave
Positioning
Comunicazione

I DESTINATARI

(come influenzi chi ti ascolta)

Come lo fai Sapere (Comunicazione)



Come ti fai conoscere dalla Audience?
Quali Canali presidi per arrivare alla Audience?
Come crei una relazione con la Audience?

CATEGORIE:

- Immagine visuale e verbale
- Comunicazione interpersonale, storytelling
- Publicity, Public Relation, Networking
- Sponsorizzazioni e pubblicità
- Eventi e presentazioni
- Digital Marketing
- Etc.

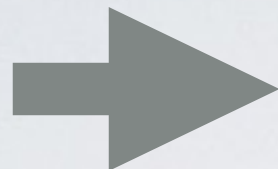
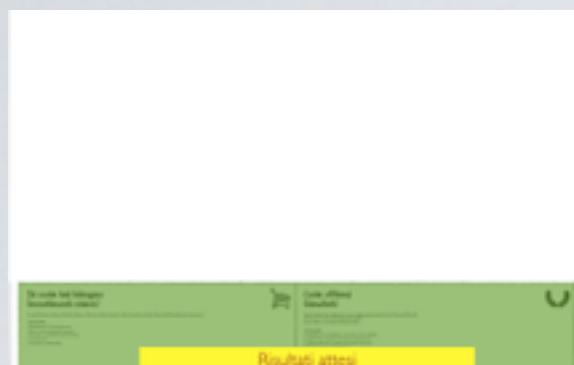


TIPICI CANALI DI COMUNICAZIONE

- Immagine visuale e verbale
- Comunicazione interpersonale
- Public relation e networking
- Sponsorizzazioni e pubblicità
- Eventi
- Digital marketing (on line-tutto)

UN PUBBLICO PER VOLTA





Investimenti Chiave
Risultati

I RISULTATI ATTESI

(il modo in cui ottieni giovamento da questo processo)

Cosa ottieni (Risultati)

Quali risultati hai raggiunto o vuoi raggiungere grazie al tuo Personal Brand?

Come sei o come vuoi essere percepito?

Cosa si dice o vorresti si dicesse di te?

CATEGORIE:

1. Visibilità, riconoscibilità, notorietà, memorabilità
2. Leadership, rispetto, immagine, reputazione
3. Differenziazione, qualità percepita, rilevanza
4. Premium price, market share
5. Fedeltà dei Clienti, retention, advocacy

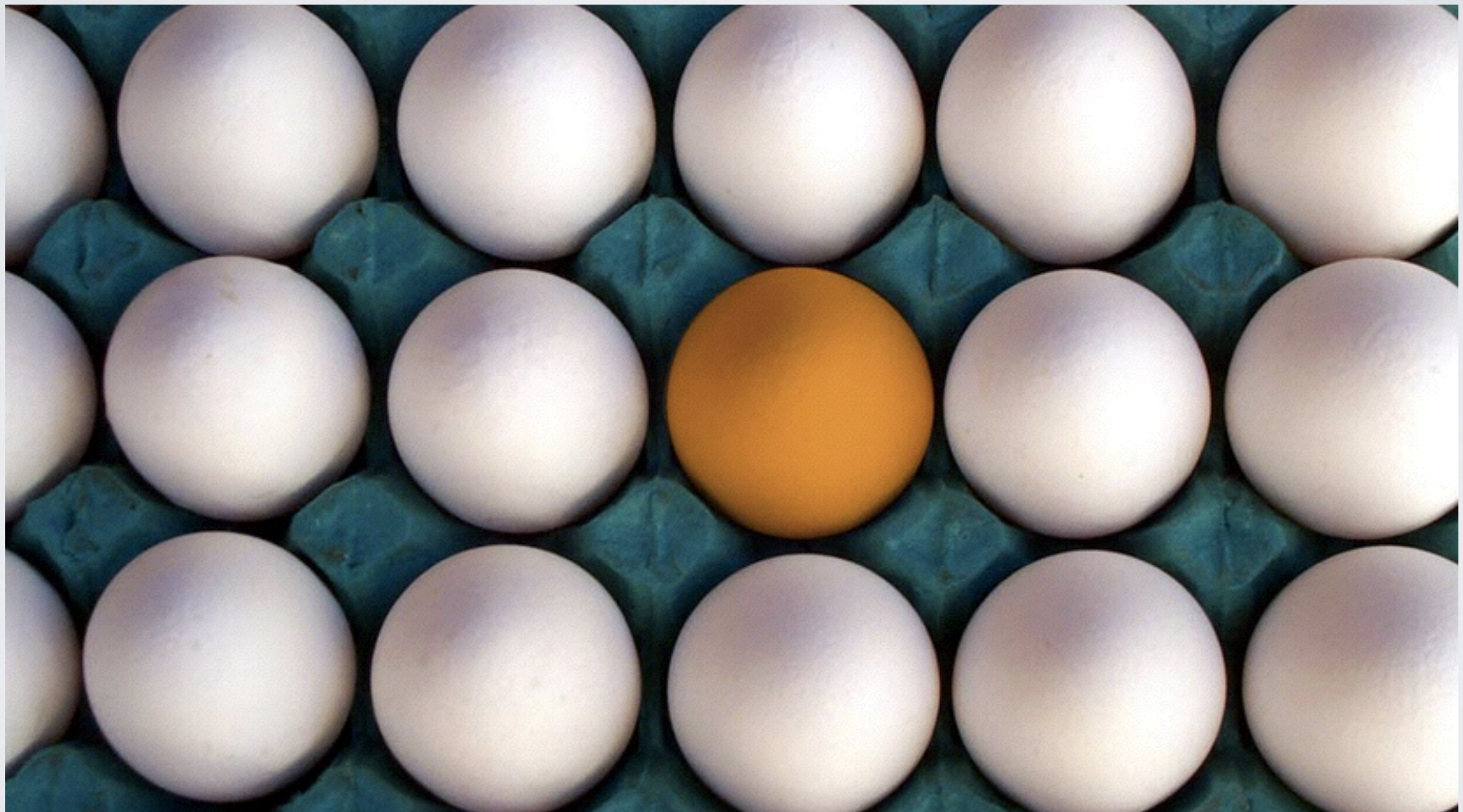
ESSERE RICONOSCIBILI

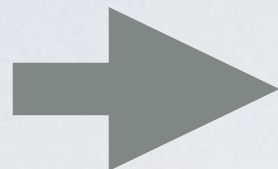
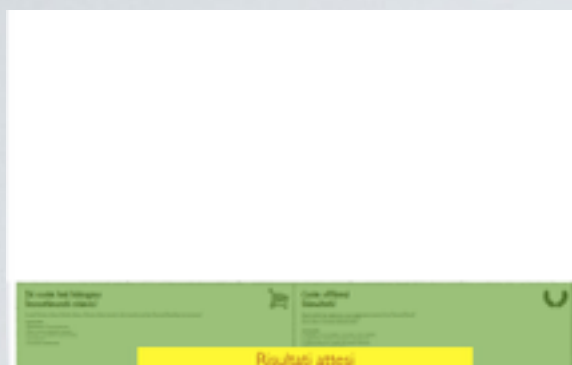


ESSERE TROVABILI



DIFFERENZIARSI





Investimenti Chiave
Risultati

I RISULTATI ATTESI

(il modo in cui ottieni giovamento da questo processo)

Di cosa hai bisogno (Investimenti chiave)

In quali Partner chiave, Attività chiave o Risorse chiave investi o devi investire per fare Personal Branding con successo?

CATEGORIE:

- Marketing e Comunicazione
- Beni, risorse materiali e tempo
- Fornitori, consulenti e partnership
- Formazione
- Proprietà intellettuale

DI COSA HAI BISOGNO?

- DI UNA STRATEGIA,
- DI UN PIANO DI AZIONE
- DI UN METODO

NEXT STEPS

i passi verso le prossime lezioni

METODO

CONOSCERE
SE STESSI

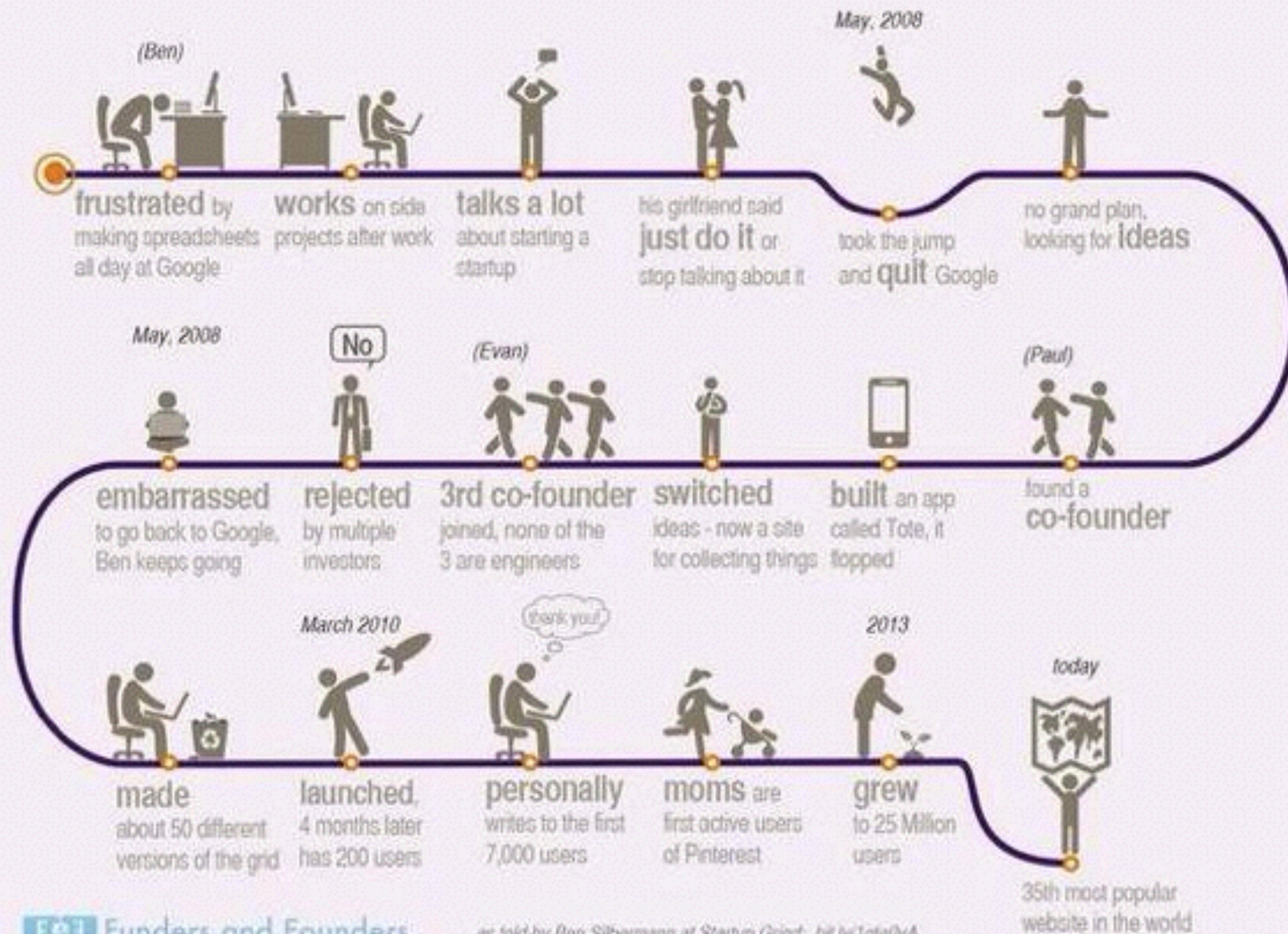
MODELLARE

AGIRE /
TESTARE

HOW PINTEREST STARTED

by Anna Vital

Or How a Guy Just Would Not Quit



AUTO ANALISI DELLA PROPRIA REPUTATION



PERSONAL BRANDING AUDIT

3 TOOL GRATUITI PER CONTROLLARE LA PROPRIA BRAND REPUTATION (o presenza online)



- GOOGLE.IT
- BRAND YOURSELF (te stesso) www.brandyourself.com
- MY REPUTATION (www.my-reputation.it)

ANALIZZATE STESSO IN GOOGLE

Ci hai mai pensato?

Come apparisci su google?

Quali informazioni vengono mostrate?

I tuoi post sui social network sono visibili al mondo intero?

Ci sono cose che non vorresti far vedere?
(rovinano la tua reputazione?)

vuoi cancellare qualcosa da Google? (diritto all'oblio)



paolo errico

Web

Immagini

Notizie

Video

Maps

Altro ▾

Strumenti di ricerca

Circa 1.070.000 risultati (0,20 secondi)

Paolo Errico

www.paoloerrico.com/ ▾ Traduci questa pagina

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2013.digitalfestival.net/relatori/paolo-errico/ ▾

04/mag/2013 - **Paolo Errico**. Biografia **Paolo Errico**. Formazione di marketing nel largo consumo alimentare e personal care. Digital manager e amante ...

Paolo Errico - Vogue.it

www.vogue.it/talents/nuovi-talenti/2011/05/paolo-errico ▾

03/mag/2011 - Nome. **Paolo Errico**. Nato a. Genova. Compleanno. 12 Dicembre. Website. www.paoloerrico.com. Ufficio stampa. Studio Next. Dove vivi?

dopo esserti GOOGLATO

chiediti:

perche' quei contenuti compaiono prima di altri
e voglio che sia ancora cosi'?



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ACCEDI

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Klout

è un servizio di social networking che offre analisi statistiche personalizzate sui social media. In particolare, stima l'influenza degli utenti attraverso il Klout score (da 0 a 100) ottenuto dal grado di interazione nei profili utente di siti popolari di social networking, tra cui Twitter, Facebook, Google+, LinkedIn e Foursquare.

PROSSIME LEZIONI

CHI SIAMO