

Personal Branding Insights

TO HELP YOU DOMINATE 2022

BROUGHT TO YOU BY YOUR FRIENDS AT **brand builders**

1. PERSONAL BRANDING IS THE FUTURE

IN A NUTSHELL

Significant generational differences exist when it comes to trust and engagement with individuals who have established personal brands.

67% OF GEN Z THINK THAT **having a great personal brand** WILL BE EXTREMELY **important in the future**

76%
OLDER
MILLENNIALS

Who's more likely to buy from someone who has an established personal brand?

33%
BOOMERS

Millennials and Gen Z place an unexpectedly high emphasis on personal branding in determining what they buy, where they work, who they listen to, who they recommend, hire, vote for and even who they date.

The forthcoming generation of leaders and trendsetters with the largest spending power for the next 30 years, **do not consider personal branding a game of vanity or popularity**, but a much more "critical" and "essential" component of work, learning, and trust that influences their everyday life.



IN A NUTSHELL

Americans are willing to spend more on products and services from individuals with established personal brands.

58%
WILLING TO **Pay More**

to receive their services from a professional who does NOT work at a large company **but has an established personal brand**

PERSONAL BRANDING IS 2. HIGHLY PROFITABLE

Most Americans believe it's important for their...

BANKER DOCTOR INSURANCE AGENT
FINANCIAL ADVISOR LAWYER

to have an established Personal Brand.

67%

of older Millennials check out the **online personal brand** of a personal coach or business consultant **before hiring them.**

67% of ALL Americans would be willing to **spend more money** on products and services from the companies of founders whose **personal brand aligns with their own personal values.**

74%

MORE LIKELY TO TRUST SOMEONE **who has an established personal brand**

If you're a founder or an executive, **having a personal brand** means:

MORE TRUST

MORE SALES

MORE REFERRALS

MORE LOYALTY

IN A NUTSHELL

More than anything else, endorsements from others are the most powerful factor when it comes to trusting, hiring, and paying more for products and services.

62%



say having **TESTIMONIALS** is the most important factor when **deciding who to purchase from!**

82% of all Americans agree that "companies are **more influential if their executives have a personal brand** they know and follow."

3. PERSONAL BRANDING IS A TRUST ACCELERATOR



Trends in Personal Branding

NATIONAL RESEARCH STUDY

brand builders X cgk the center for generational kinetics

The "Trends in Personal Branding National Research Study" was conducted by Brand Builders Group in partnership with and fielded by independent research firm, The Center for Generational Kinetics.



Brand Builders Group is a personal brand strategy firm that helps **speakers, authors, influencers, entrepreneurs and executives** to clarify their positioning, expand their reach and grow their revenue.

Our methodologies, frameworks and teachings are based on our personal track record of releasing **New York Times bestselling books, giving viral TEDx talks, building 8-figure businesses**, amassing millions of online followers, hosting top-ranked podcasts, and creating Hall of Fame Keynote Speakers.

Learn more about us and download a copy of the full study at www.brandbuildersgroup.com/study