

The Mathematics of Personal Branding

By Chip Hartman | November 11, 2013

Personal branding is all about building positive perceptions in the minds of others about who you are, what you do, the value you provide, and what makes you different from anyone else who does roughly the same thing. But how does one go about building those perceptions?

It's rarely an easy task. So to consider branding as something that can be captured as a mathematical expression at first seems preposterous. And yet Mr. David Zinger, from Ontario, Canada, has developed an [equation](#) that comes tantalizingly close to a viable mathematical representation of the branding process.

Here's his equation:

$$\text{Personal Brand} = (\text{Strengths} + \text{Value} + \text{Visibility}) \times \text{Engagement.}$$

According to Zinger, a person's brand is a combination of his strengths, the value he provides, and the level of exposure he has attained within his network. When each of those elements is factored by the degree to which each is consistently executed and the entire effort is then summed up, this serves as a reliable indicator of the strength of the individual's personal brand. Let's define the elements:

Element # 1: Strengths

You cannot hope to achieve a strong personal brand unless you are hardwired to the things you do best. From web design to pharmaceutical sales to video production – just be sure you know all of your primary strengths and understand both the level of mastery and limitations of each.

Element # 2: Value

It's great to have a wide variety of strengths, but they won't mean much unless you can match them up with a target market that values them. You'll need to do some research and leverage the power of social media to reach that market and to consider how your strengths add or create value for others.

Element # 3: Visibility

You may be a great networker, but if your name doesn't resonate among members of your network, your visibility within the network is actually quite poor. When people *Google* you, what comes up? Can people contact you easily? The more you engage in social media interactions, the more your name and its associated hallmark qualities will be broadcast out into the network.

The Engagement Factor: Each of the Three Elements Gets Multiplied by This

Each of the three elements described above is critical for a durable personal brand. Remove any one of them from the equation and the model degrades badly. But most importantly, each one is actionable – and it's the degree to which you actively engage in each one that ultimately determines the net vibrancy of your personal brand. It's all based on effort, will, and the determination to succeed.

Personal branding represented as a mathematical formula? There will undoubtedly be some who find the equation without merit ... but to me, it all adds up.

Based on David Zinger's original article, "[The One Ball: Your Personal Brand Equation](#)"