



# Do You Create Buzz?

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**T**here's a lot of buzz in advertizing about the power of a brand. It's obvious that people buy a product like Crest White Strips® because they like Crest toothpaste—they trust the brand. But what about our writing? Can people trust *our* brand?

The big picture is that we wear God's label—He's our Crest. People judge His brand by what's in us. So, I want to be sure I don't sour His brand reputation by what pours out of my package (Luke 6:45).

In His creative genius, God put inside each of us the makings of personal brands. The ingredients are there: gifts, talents, interests and training; open doors of opportunity; and a healthy helping of conflict to blend the ingredients just so. Sometimes,

though, we're so scattered in trying to find our way that we ignore how those ingredients combine to create our personal brands.

Recently, I heard a seminar speaker ask, "What do people come to you for? What do they know you can do?" As I worked toward answering, I realized I have two related brands: First, I'm a journalist with a passion to tell the story of how a relationship with God and His Word have a practical impact on real life. Funny, if you examine my bylines, they all seem to line up with that brand identity. The other part of my personal brand is coaching: I'm passionate about equipping others to be true to their brands. I do that as a writing mentor and special-event speaker.

Now ... it's your turn! Have you thought about your brand? what God wired you to do? what your label looks like? Once you learn to recognize them, your brand ingredients can play starring roles as you establish a cohesive market presence to cause a buzz.