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10 Ways to Build Your Personal Brand

No matter what industry you're in, a strong identity will help you stand out with customers.

SLIDESHOW: 10 Ways To Build Your Personal Brand



Jill Donenfeld
The Dish's Dish

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Jill Donenfeld has always had a passion for food and cooking, and she's plied her culinary capabilities in such far-flung places as Vietnam, Sweden and Madagascar. But no matter where she is--or what she's cooking--Donenfeld insists on one thing: that her dishes are healthy. Beginning with a business plan just three days after college graduation, Donenfeld began **The Dish's Dish**, a brand "built around my mission to cultivate more conscious eating habits in a way that is completely effortless." To implement the mission, the company dispatches "Culinistas", personal chefs who cook in clients' homes once a week and prepare a variety of healthful, nutritious meals made with fresh ingredients. Donenfeld says the most important part of the brand concept is flexibility. "It emphasizes progress, not perfection, making it really friendly--people can wrap their heads around my ideas, internalize them, and use them in a way that fits with their lives."

Lesson Learned: You Must Buy Into Your Own Brand

"I am invested in the idea of respecting our bodies and treating them well," says Donenfeld, "And those leanings naturally come through in everything I do, especially within the brand. It's easy if you believe in it!"

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