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WINE SYMPOSIUM
FREE THE GRAPES

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Personal Brand Strategist | **OnePivot**

The Fabric *of* Your Personal Brand

Because your story is what people remember,
and your personal brand is what makes them choose you.



Selena Stirlen

Career chapters → one through - line

I'm building a house in Mexico.

Questions *surface fast* .



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Success *isn't*
transactional.
It's relational.



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Show up.

Learn names.

Follow through.



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Trust. Familiarity. Care.



People experience you
before they understand you.



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Your personal brand is
how people describe you.



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In wine, *experience* is
everything.

Your personal brand is the thread that connects three things:

- **Your reputation** —what people say about you
- **Your relationships** —who trusts you and comes back
- **Your visibility** —how present you are in people's worlds

3 Questions

1. What won't people forget about me?
2. Am I being intentional about staying top of mind —
or leaving it to chance?
 1. Am I fitting in, or standing out by being myself?

What *won't people forget*
about you?



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What will people think of me?

What *won't people forget*
about you?

Business in front

Party in the back



Trust comes from consistency.



Who feels expected to be “on” all the time?

Belonging beats broad appeal.

What's your signature note?

How does **Position** get created
in real moments?

Interaction → Connection → Relationship



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Connections drift when
they aren't tended.



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What makes someone memorable?

Guests. Buyers. Colleagues.

Conferences.

Same calculation.

The 3Cs

Compliment • Curiosity • Connection

The 3Cs in Action

Compliment *(real)*

Curiosity *(genuine)*

Connection *(meaning)*



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Think of someone you met here.



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How quickly did you follow up?



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Quick action cements memory.

Delay creates distance.



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Top of mind, on purpose.



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Wine moves at the speed of trust.



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Your network is a living system.



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The PivotHour Method

3 • 2 • 1

3 New touchpoints (visib ilit y)

2 Follow - ups (relationship maintenance)

1 Impactful action (momentum)

Pause.

Choose your 3 • 2 • 1

Why Consistency Is Hard

It's not a care problem.

It's a rhythm problem.



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Momentum leaks quietly.



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*Am I fitting in —or standing out
by being myself?*

If your online presence met your
in-person presence ...
would they recognize each other?



Presence is built in
how people know you.



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A quiet check-in.



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Being *seen* isn't the same
as being *known*.



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Misalignment creates friction.

The 3 Questions :

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Thank you.

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Executive next-chapter positioning
Support across every career stage

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