



HANDBOOK
BUILD
your
BUSINESS

**FOR FITNESS, HEALTH AND
SPORT PROFESSIONALS**

JAN MIDDELKAMP

STEP 2

YOUR MISSION

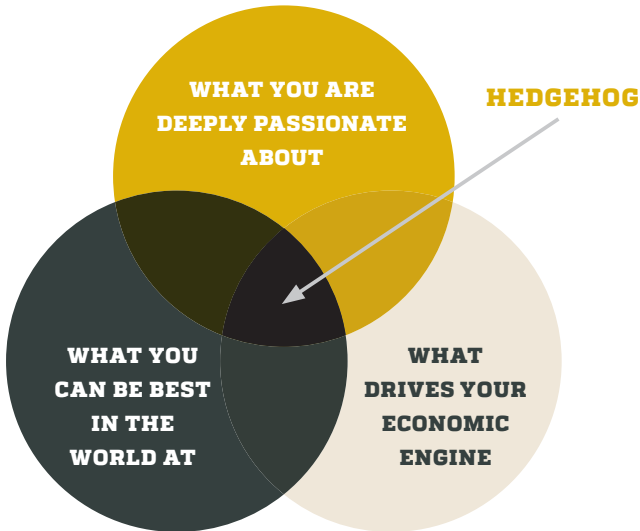
LOOK AT YOURSELF

In the previous step you scrutinised yourself on the basis of personal leadership and formulated a personal mission. To develop your own business you need to know exactly who you are, and who you are not. Who you want to be, and who you don't want to be? Linked to this, you also need to determine what you want to do as a professional and what not. To determine this, you then develop a corporate vision, mission and later strategy. In short, a vision is your view of your field, your customers and your company. In your vision you could say something about how you think the market will develop, for example.

In your mission, indicate what you want to mean to your customers and preferably keep this short and to the point. From your vision and mission comes your strategy or in other words, how you are going to do things. To determine your vision and mission you can learn a lot from the so-called Hedgehog concept of Jim Collins. He studied companies that were successful for a long time and came up with five factors, including the Hedgehog concept.

This requires your business to combine three components.

- Personal passion;
- Economic value;
- Excellence in a specialty.



Figuur 2.1: Hedgehog concept (Collins, 2004).

You can use the Hedgehog principle to make a start with formulating your personal mission where it has the following functions.

- Define your field of activity;
- Formulate your right to exist;
- Provide tools and meaning for stakeholders;
- Demonstrate your norms, values and convictions.

STEP 5

YOUR BRANDING

PERSONAL BRANDING

The content of this chapter is taken from the book of the same name, *Build your Brand* (Van der Steege and others, 2015). This book contains a multitude of assignments for you to use so you can build your own and unique brand.

Branding is a mix of components. Basically, it's about things such as a logo, an identity, a specific product, and so on. But branding is more than these elements as in reality these factors are only small components. Above all of this branding is a personal feeling with a product, service or organisation.

Personal branding describes the process by which individuals (and smaller companies) distinguish themselves from others. It aims to create an identification and unique value proposition for customers. It is also crucial to communicate a consistent message through many channels.

THREE BASIC PRINCIPLES

The three basic principles of branding are:

- **Consistency**

Make sure your branding fits your vision and mission every time, and make sure you communicate this in the same way every time!

- **Clarity**

Explain to your customers and potential customers why your brand matters and what added value it offers. Describe this in simple terms.

- **Authenticity**

The power of your brand increases enormously if you stay close to yourself and the reality. Inspire and avoid manipulating. Choose for the long term, and always remain honest.

An important background to everything connected with personal branding is experience. Ask yourself the question 'why does a client pay 60 euros per session with one trainer, while another trainer doesn't get further than 30 euros per session?' The answer is probably quite complex but with a possible explanation and answer found in the book *The Experience Economy* by Pine and Gilmore. This book clearly explains how experience value influences economic factors.

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