

Personal Branding



April 5, 2016



PERSONAL BRAND

WHAT IS PERSONAL BRAND?

WHY IS IT IMPORTANT?

WHAT CAN I DO TO MANAGE IT?



“Life isn’t about finding yourself. Life is about creating yourself.” –

George Bernhard Shaw, Author

What Is a Personal Brand

Character

Competence

Charisma

Who you are

What you do

Why you're special



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

Don't claim to do stuff

Be known for it

Create Brand You

Define skills

What does the market need

Who are you “up against”

Choose your niche

Find your voice



Take a Good Look

Google Yourself

Ask others

Where do you want to be?

Where do you stand right now?

**I DON'T KNOW WHO YOU
ARE...**

**BUT I WILL LOOK YOU UP ON
LINKEDIN AND I WILL FIND YOU**

memegenerator.net

70% recruiters have
rejected
candidates
based on info found online.

JOB-HUNT.ORG



Jordan Taylor

@Messy_Jordan

A little too passive, not very aggressive.

📍 Tennessee

🔗 messyjordan.com

🕒 Joined October 2010



Maria Popova ✓

@brainpicker

Reader/writer. Founder of
[@brainpickings](http://brainpickings.org). MIT Fellow.

📍 Brooklyn, NY

🔗 brainpickings.org

🕒 Joined October 2007

Why?

Job Opportunities

Personal Growth

Promotions

Improve Sales

Advocate for Your Cause

Increase Awareness

Influence

Leads via employees' social
media convert
7X more
than other leads.

BLOG.KREDIBLE.COM

CREATE



How?

Mission

Niche

Audience

Values

Boundaries

Message

Balance

How?

Domain

Social handles

Personality

Appearance

Style



**“You are your own
unfair
advantage.”**

ELEANOR GOOLD

Branding Tools

Social handles

Cards

Personality

Email address

Blog or
Website

Podcast

Just Like Brands

S.W.O.T. Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

BE

patient helpful
authentic remarkable reachable
different everywhere responsible available
yourself
consistent visible memorable original exciting

Brand Values

Accomplishment	Charm
Accuracy	Dependability
Achievement	Loyalty
Acknowledgment	making a difference
Adaptability	self-control
Adventure	Teamwork
Challenge	Vision
Charity	Warmth

“The internet is your vessel for establishing a personal brand”

NEIL PATEL

You are in the business of content marketing

IMAGES | VIDEO | WRITTEN | AUDIO



What Will
you do
now?

Rebecca
Dutcher

616-490-1068

@rcdutcher

@red66marketing

You are in the business of content marketing

Images | video | written | audio



rebecca@red66marketing.com

Resources

<https://www.facebook.com/business/help/965529646866485?ref=fbb> an
<https://www.wordstream.com/blog/ws/2018/01/12/facebook-news-feed-changes>

<https://thenextscoop.com/facebook-ad-productivity-headlines/>
<https://www.urbanrenstrom.com/boost-your-business-facebook-workshop/>
<http://www.tamibrehse.com/better-facebook-boosted-posts-targeted-ads/>
<https://www.reloadmedia.com.au/searchstrategy/social-media/the-difference-between-facebook-ads-boosted-posts/>