## 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.

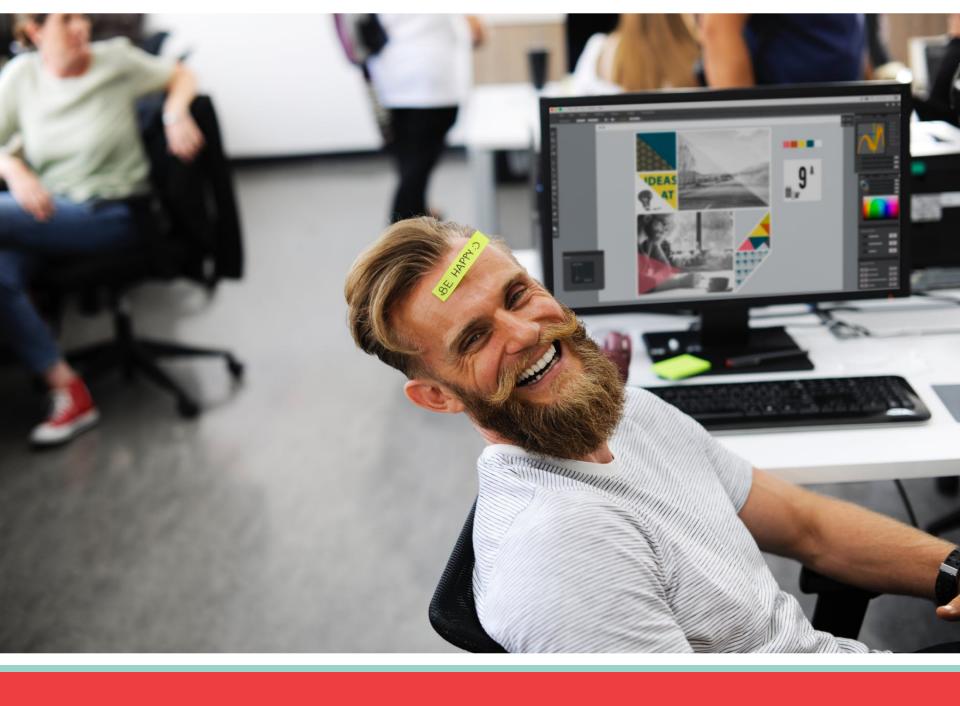
- Jeff Bezos, Founder, Amazon.com

## 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

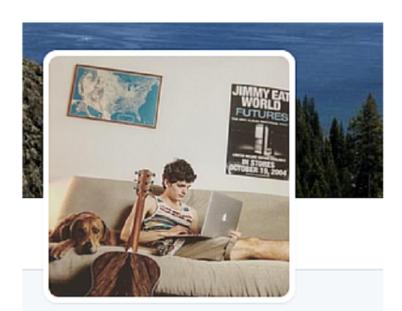
Where do you want to be?

Where do you stand right now?



# 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 📀



Reader/writer. Founder of @brainpickings. MIT Fellow.

- Brooklyn, NY
- Use 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

## 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





### **Brand Values**

Accomplishment Charm

Accuracy

**Achievement** 

Acknowledgment

Adaptability

Adventure

Challenge

Charity

Dependability

Loyalty

making a difference

self-control

**Teamwork** 

Vision

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?

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# 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-feedchanges

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/