

Name:

Association:

WE
WILL
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WILL

Rock
YOUR
BRAND



TEXAS
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Learning objective 1

BUILD AUTHENTICITY

WHY THIS IS IMPORTANT:

5 GOLDEN TIPS FOR PERSONAL BRANDING

1. BE GENUINE

- Remain genuine and authentic
- Engage with your audience/peers in a meaningful way
- A genuine brand can be the most original brand

2. TELL A STORY

- Create a story around your brand that your audience can engage with
- Good ways to tell a story include: written material (ex. blog), or through videos (ex. YouTube)

3. BE READY TO FAIL

- The very best brands always come from repeated trial and error, mistakes and failures and not from instant perfection.
- Example: Walt Disney

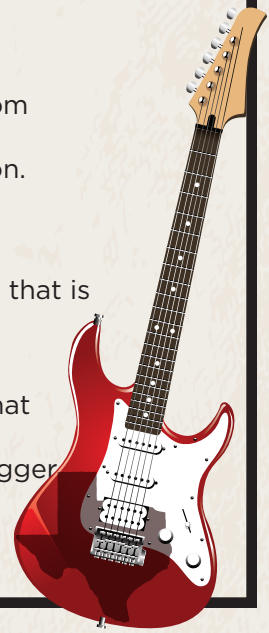
4. REMEMBER TO "THINK DIFFERENT"

- Apple created a brand for themselves that is unique and differs from others

5. LEAVE A LEGACY

- What are the keywords and actions that you want to be known
- "Building a personal brand is much bigger than building a business. The only exit strategy is a legacy."

-Blake Jamieson



Activity: **BUILD AUTHENTICITY**

APPLY YOUR LEARNINGS:

GUIDING QUESTION: *How do you remain who you are and stick to your values?*

What three words would I use to describe myself when I first meet someone?

What three words would someone else use to describe me having just met me?

Create a list of 5 values

Get rid of one value

Get rid of one value

Get rid of one value

Choose one to answer below

*What question does your proudest work answer? Does this match your value?
What value can help me accomplish or answer the question?*



Learning Objective 2

CRAFT YOUR MESSAGE

WHY THIS IS IMPORTANT:

BRAND NARRATIVE

Your unique story. Your vehicle is making emotional connections that should reflect and communicate your values and personality.

BRAND VALUES

This is the most important attribute of your promise which should be emotionally compelling. Examples include community, loyalty, authenticity, accessibility, etc.

BRAND PERSONALITY

If your brand were a person, what kinds of traits do you envision it having (what do you want your personal brand to portray to the larger audience?) Examples include optimistic, playful, approachable, laid-back, etc.

BRAND MISSION

Where you're going. An example would be "my brand is an essential part of someone's life."

BRAND VISION

How you'll get there. An example would be "I provide an energetic, optimistic, and fun experience."

DESIGN THEMES

Visually evocative expressions of your story, values and personality. Your design themes will serve as an inspiration for your Visual Brand Identity (logos, icons, illustrations, etc.)



Activity: CRAFT YOUR MESSAGE

APPLY YOUR LEARNINGS:

DESCRIBE YOUR BRAND AS IF IT WERE:

- A band:
- A movie, character or TV show:
- A celebrity:
- A color:
- A book:
- An automobile:
- A comedian:
- A soft drink:
- An animal:
- A clothing brand:

Are there companies in other industries that exemplify attributes similar to your brand? What are you made of? What foundations are you build on?

List 4 words that describe the core values of the brand.

List 4 words that describe the personality of the brand.

What makes your brand different and compelling? How do you stand apart from the players in your market? (don't shy away from negatives) Sometimes what you view as a limitation can actually serve to endear your brand to others?

I am the only one who _____



Learning Objective 3

ACE YOUR DELIVERY

WHY THIS IS IMPORTANT:

PILLAR 1: BUILDING A BASIC BRAND

Build an online presence that reinforces your qualifications. When someone looks you up online, they need to see a strong presence with fresh content in your area of expertise. In order to look the part, you will need to:

- Audit your search results
- Clean up any content that doesn't fit your desired image
- Build an online presence that reflects your brand and expertise
- Follow a personal branding strategy and stick to timelines

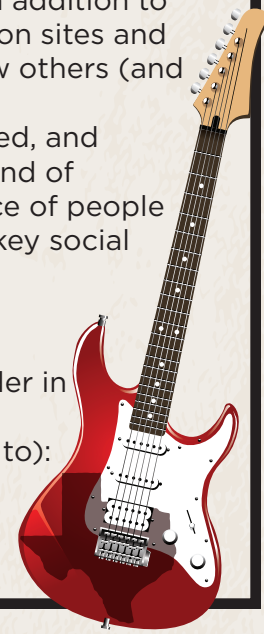
PILLAR 2: BUILDING CREDIBILITY & AN AUDIENCE

Use your personal brand to start getting credible placements in relevant third party publications and channels to get your content syndicated. In addition to ongoing content creation that you publish on sites and profiles that you control, it's critical to show others (and search engines) that you are relevant and knowledgeable. Publishing on well-respected, and high-quality platforms help establish this kind of credibility. Start building a relevant audience of people able to give you relevant opportunities on key social media platforms and publications.

PILLAR 3: TARGETING OPPORTUNITIES

Create unique, high-quality content. By branding yourself as an active thought leader in your industry, you open the door to tons of possibilities. This includes (but isn't limited to):

- Speaking Gigs
- Jobs
- Partnerships
- Blog Exchanges
- Interviews
- Mentorships
- Promotions



Activity: ACE YOUR DELIVERY

APPLY YOUR LEARNINGS:

USING SOCIAL MEDIA TO BOOST YOUR PERSONAL BRAND

- **Only post what you aren't ashamed to be putting out to the world**
 - If you believe posting something could affect you later in life, rethink posting/don't post.
 - Don't be afraid to put yourself out there though. Show off your more personable side.
- **Interacting with followers/friends**
 - By connecting with others, you allow your personality to simultaneously make a name for yourself.
- **Be yourself!!!!**
 - Although what you post should be a polished version of yourself, don't be "fake".
 - If you wouldn't say it in person, don't say it online and vice versa.

FINAL CONSIDERATIONS REGARDING SOCIAL MEDIA

- **Digital Footprint**
 - Remember, everything you do online/social media follows you throughout life
- **Communicating your message**
 - How can you clearly get yourself and your message out to the world
- **Remain positive always**
 - Make people happy to see what you post
 - Always being negative or too serious will tend to tarnish your personal brand image.

What are you doing on social media to benefit your personal branding?

