Building Your Personal Brand

Moderator:
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Presentation by:
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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
What Is A Personal Brand

A personal brand is, in many ways, similar to a corporate brand. It is who you are, what you stand for, the values you embrace, and the way in which you express those values. Just as a company’s brand helps to communicate its value to customers and stand out from the competition, a personal brand does the same for individuals, helping to communicate a unique identity and clear value to potential employers or clients.

“Personal branding is one’s story.”

(Source: Northeastern)
People reinvent themselves all the time—to take on a new challenge, shift into more-meaningful work, or rebut perceptions that have hindered their career progress. - Harvard Business Review
Robert Reich, the former U.S. secretary of labor, is under five feet tall. He knew that people seeing him for the first time would be surprised—and he didn't want his height to be a distraction. So he’d loosen up crowds with a joke or two about his stature and, in the same vein, titled his campaign book *I’ll Be Short*. Like it or not, “short” was part of his brand—and he shrewdly leveraged it. (Source: HBS)
Why Is It Important
1. Determine Your Values

Prioritizing your values will help you begin to determine the vision of your personal brand.

Passions are the ways you enjoy spending your time.
2. Identify Key Personality Traits

1. Openness to experience
2. Conscientiousness
3. Extraversion
4. Agreeableness
5. Neuroticism
I use my __________ and __________ for __________.

Known for __________, I __________.

Using __________ (key trait), I __________, by providing __________.

Through my __________, I __________, when I serve __________.

(Source: Dummies)
3. Take Pictures (Head Shot)
4. Upload Pictures Images To Social
5. Add Email Signature

Thanks!
Jas

Jas Jimenez
- 37% Spanish, 33% Mexican and Native American, 12% Portuguese, 7% Italian
Public Relations
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6. Start Adding Content Where It Makes Sense
7. Dress The Part (If You Want)
8. Identify Your Target Audience

1. The Person Who Will Pay You: This person is typically a boss, investor or client. This person is in charge of the next step of your career. Create a description of this person (whether real or fabricated) and include as many details about them as you can. Then identify this person’s personal and professional motivations. When you understand his/her motivations, it can help you better understand how she can help you meet your own goals and even how you can help her meet hers!

2. The Person Who Influences the Person Who Pays You: Make it easy for your boss/client, etc. to put in a good word for you with her superior or direct influencer. Outline your current achievements and clearly outline your goals in a presentable format. Showcase how you’ve gone above and beyond in your current position.

3. Your Supporters: Who are your messages meant for? Who will benefit most from consuming them and provide you what you’re asking for? That’s your target audience of supporters. If you’re aiming to achieve a new job or promotion, your supporters could also be your peers that will help you get where you want to go by providing excellent recommendations. (Source: Digital Marketing Institute)
9. Get Out There

KnowEm allows you to check for the use of your brand, product, personal name or username instantly on over 500 popular and emerging social media websites. Grab your name and secure your brand before someone else does.

KnowEm for the Enterprise

KnowEm now offers an Enterprise Dashboard for Resellers and Agencies in every vertical.
10. Create Personal Website (Optional)

Do you want more traffic?

Hey, I'm Neil Patel. I'm determined to make a business in Warwick successful. My only question is, will it be yours?

Your Website URL
ANALYZE WEBSITE
Example: Neil Patel

Who Is Neil Patel?

He is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. He was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.
Example: Neil Patel
11. Reinvent Your Story

It’s unfair, but to protect your personal brand, you need to develop a coherent narrative that explains exactly how your past fits into your present. “I used to write about the business side of many industries, including food and wine,” you might say. “I realized that my big-picture knowledge of agricultural trends and business finance uniquely positioned me to cover restaurants with a different perspective.”

Get people to say: I can see you doing that.
The Course Syllabus

1. Getting Started - 8 minutes
   1. An Introduction to Reinvention
   2. Reinvention is Mandatory
   3. 5 Quick Tips
   4. What You’ll Learn

2. Create Your Vision - 7 minutes
   1. What are Your 3 Words?
   2. Join a Board
   3. Make the Ask

3. Build Your Narrative - 6 minutes
   1. Building Your Narrative
   2. Make the Connection Explicit
   3. Explain the Value You Bring

4. Reintroduce Yourself - 7 minutes
   1. Reintroducing Yourself
   2. Taking on Leadership Roles
   3. Create Content
   4. Build a Mentor Board of Directors

5. What Happens Next? - 7 minutes
   1. Conclusion
   2. Vision, Narrative and Reintroduction in a Nutshell
   3. Keep it Up
   4. Additional Resources
12. Be Strategic
Drea Wheeler’s classes are so fun that you almost forget how hard she’s working you. In this thirty-minute video, Wheeler combines her signature forms of high-intensity movement (Bodylicious) and restorative flow (Flowlicious).
14. Be A Thought Leader

Kimberly Bryant

Expertise in a particular niche: Kimberly Bryant is the founder of Black Girls Code, an organization dedicated to increasing the number of women of color innovators and leaders in STEM fields. Prior to her role as founder, Kimberly Bryant had a fruitful career as an electrical engineer at top companies like Genentech, Novartis Vaccines and Merck after graduating from Vanderbilt University. Kimberly Bryant's expertise is undeniable when you look at the success of Black Girls Code and consider her professional wins in that industry and her own experience prior to founding Black Girls Code.

Ongoing involvement in (or awareness of) that niche: Whether you follow Kimberly (or Black Girls Code) on LinkedIn, Twitter or another platform, you'll find not only information about the organization, but you'll find educational resources and other markers that show that this organization and entrepreneur are part of the current discussion surrounding developments in STEM fields and specifically information relevant to women and girls of color in those industries.

A clearly identified point of view: Kimberly Bryant is very clear about her reasons for starting her organization and its objectives. This the mark of a great thought leader.
15. Measure How It Helps Your Business
Questions?

Type your question to the chat box

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