

Building Your Personal Brand

Moderator:
Alaina Capasso

Presentation by:
Julie Loffredi



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



Business And Business Owner Brands Connect



1. Determine Your Values

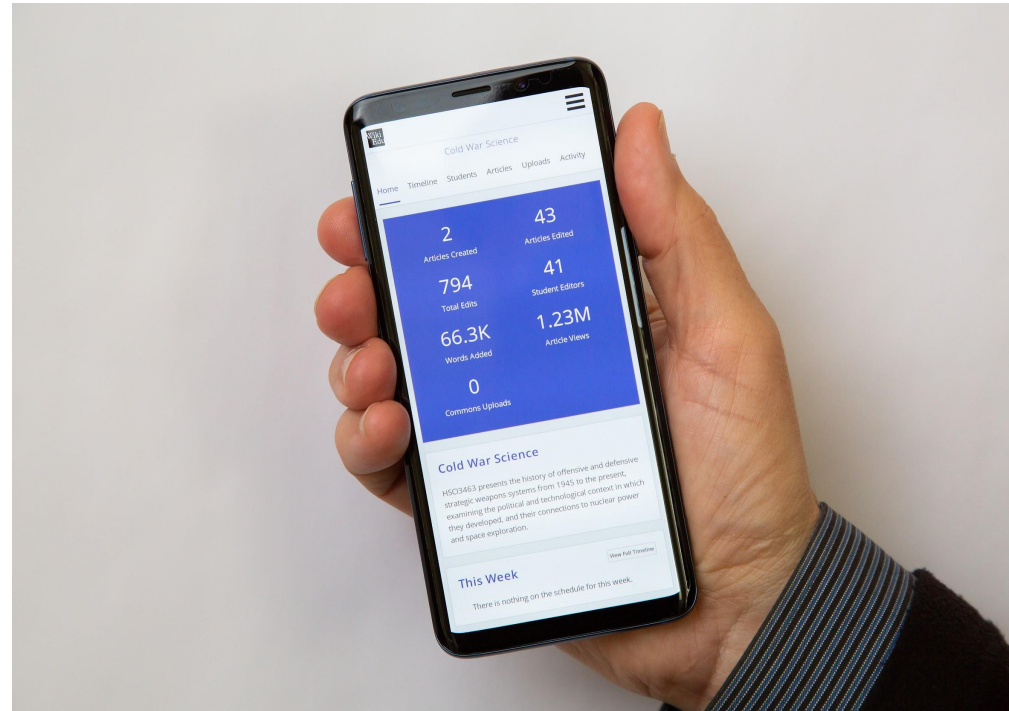
Prioritizing your values will help you begin to determine the vision of your personal brand.

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 _____.

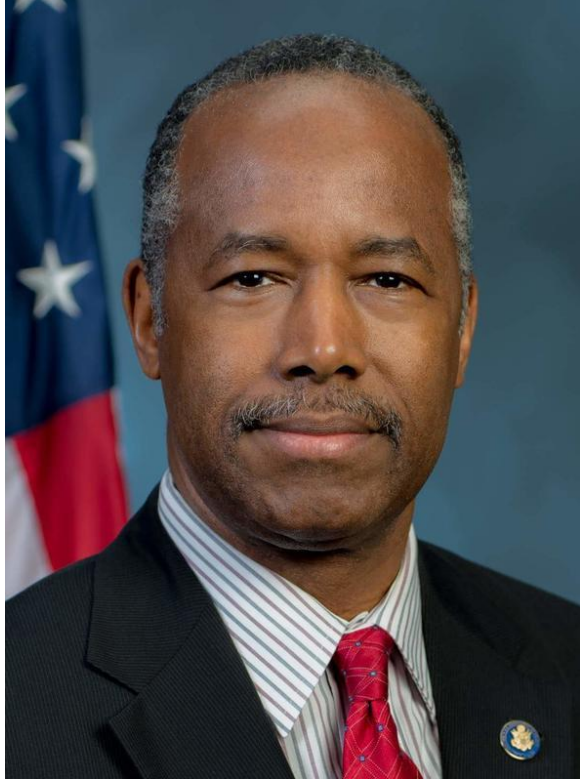
Known for _____, I _____.

*Using _____ (key trait), I _____, by providing
_____.*

*Through my _____, I _____, when I serve
_____.*

(Source: Dummies)

3. Take Pictures (Head Shot)





head shot photographer



All

Images

Videos

News

Maps

More

Settings

Tools

About 221,000,000 results (0.60 seconds)

Did you mean: **headshot** photographer

Ad · www.headshotsouthcoast.com/ (508) 789-1897

Headshot Photography | New Bedford Area Studio

We're happy to meet your needs with all your Individual or Company **Headshots**. **Headshots** Southcoast Excels in both In-Studio and On-Location **Headshots**.

Studio

Some Of The Original Files Are
Protected By Owner. Please Type

Photo Gallery

Visit Our Photo Gallery
To Learn More About Our Work.

Ad · www.normanjailletphotography.com/ (978) 979-8052

Headshot Photography | Unique Images For Great Rates

Boston's Best **Headshots** At Great Prices. Work With An Industry Master. Go Now! Boston's Premier **Photo** Studio. State Of The Art Images That Bring Out Your Best. Book Today. Quick & Easy. In-Studio Or Mobile. Styles: Executives, Models, Actors, Kids, Portraits.

[Portfolio](#) · [Company Headshots](#) · [Book Your Session](#)

Ad · www.bark.com/photography/headshots

Warwick Headshot Photography | Expert Photography Near You

Find Top Rated Professional **Headshot Photographers** Fast & Free on Bark.com. Great Prices. Corporate **Headshots**. Award Winning **Photography**. 5* Rated Pros.

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

jjimenez@ancestry.com

San Francisco, CA



6. Start Adding Content Where It Makes Sense



POWERSHIFT
TAKE CONTROL OF YOUR POWER
AVAILABLE NOW

[Unfollow](#) [More...](#)

Daymond John · 2nd [in](#)

CEO of FUBU and The Shark Group, TV Personality on ABC
Shark Tank, Public Speaker
New York, New York · 1,834,634 followers · [Contact info](#)

Walt Disney ABC Television

Highlights

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

The screenshot shows the KnowEm website interface. At the top, there is a navigation bar with the KnowEm logo and a search bar. Below the navigation bar, there is a main content area with a search form and a list of social media logos. The search form includes a text input field labeled "enter name here" and a "Check It" button. To the right of the search form, there is a section titled "What is this?" with a description of the service and a "Learn more" link. Below the "What is this?" section, there is a "KnowEm for the Enterprise" section with a "KnowEm Enterprise Dashboard" button. The list of social media logos includes: twitter, facebook, reddit, Blogger, tumblr, foursquare, YouTube, WORDPRESS, issuu, vimeo, deviantART, SOUNDCLLOUD, LinkedIn, about.me, Scribd, Foodspotting, Dailymotion, photobucket, Etsy, BuzzFeed, TypePad, USTREAMTV, formspring, HubPages, imgur, delicious, Zillow.com, tripadvisor, Slashdot, StumbleUpon, newsvine.com, and Post.

knowem? username [input] [input]
SIGN IN SIGN UP
Remember me?
Need Help?
Have Questions?
(800) 691-KNOW
(5669)

Check Username Create Profile Community Networks About

RESERVE YOUR NAME ON HUNDREDS OF SITES
CLICK HERE

knowem? CLAIM YOUR BRAND ON 300 SOCIAL NETWORKS WITH ONE CLICK **SALE 30% OFF TODAY**

Search over 500 popular social networks, over 150 domain names, and the entire USPTO Trademark Database to instantly secure your brand on the internet.

enter name here **Check It**

What is this?
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. [Learn more](#)

Twitter Facebook LinkedIn Pocket
Email Favourites

KnowEm for the Enterprise
KnowEm Enterprise Dashboard
CLICK HERE

KnowEm now offers an [Enterprise Dashboard](#) for Resellers and Agencies in every vertical.

10. Create Personal Website (Optional)

NEILPATEL | EN ▾

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?

ANALYZE WEBSITE

Example: Neil Patel

Who Is Neil Patel?

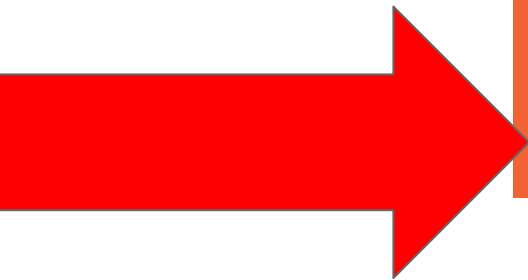
He is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. He was recognized as a top 100 entrepreneur under the age of 30 by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

YES, I WANT TO WORK WITH NEIL



Get SEO data in every Google Search! [Download](#) ✕
the Ubersuggest Chrome extension, it's free!

Example: Neil Patel



NEILPATEL

EN 

[Privacy](#) | [Do Not Sell My Info](#) | [Terms of Service](#)

© 2020, by I'm Kind of a Big Deal, LLC

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.

MONETIZE YOUR EXPERTISE
CREATE MULTIPLE INCOME STREAMS
AND THRIVE



Entrepreneurial
you

DORIE CLARK
Author of Reinventing You

HARVARD BUSINESS REVIEW PRESS

DEFINE
YOUR BRAND

IMAGINE
YOUR FUTURE



Reinventing
you

DORIE CLARK

HARVARD BUSINESS REVIEW PRESS

How to Develop Your
Breakthrough Idea
and Build a Following
Around It

Dorie Clark

**STAND
OUT**

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

4. Reintroduce Yourself - 7 minutes

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

2. Create Your Vision - 7 minutes

1. What are Your 3 Words?
2. Join a Board
3. Make the Ask

5. What Happens Next? - 7 minutes

1. Conclusion
2. Vision, Narrative and Reintroduction in a Nutshell
3. Keep it Up
4. Additional Resources

3. Build Your Narrative - 6 minutes

1. Building Your Narrative
2. Make the Connection Explicit
3. Explain the Value You Bring

12. Be Strategic



(And Think About How It Ties-In)



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).

[READ MORE](#)

VITAMIN C FOR GLOWING SKIN
**On us: a 5-pack of our
bestselling skin superpowder.**

[SHOP NOW](#)



13. Get Press



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

Contact Us:

(401) 484-2832

<https://bit.ly/regRISBDC>

susandavis@uri.edu

