

Building your Personal Brand (Empire)

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Personal Branding

=

**Online and offline exchanges integrating personality,
expertise, and consistency in content**

**Personal Branding can be the *key* differentiator
between one candidate to another.**

**Our personal brand =
our most priceless possession**



Steps to create a personal brand (empire)

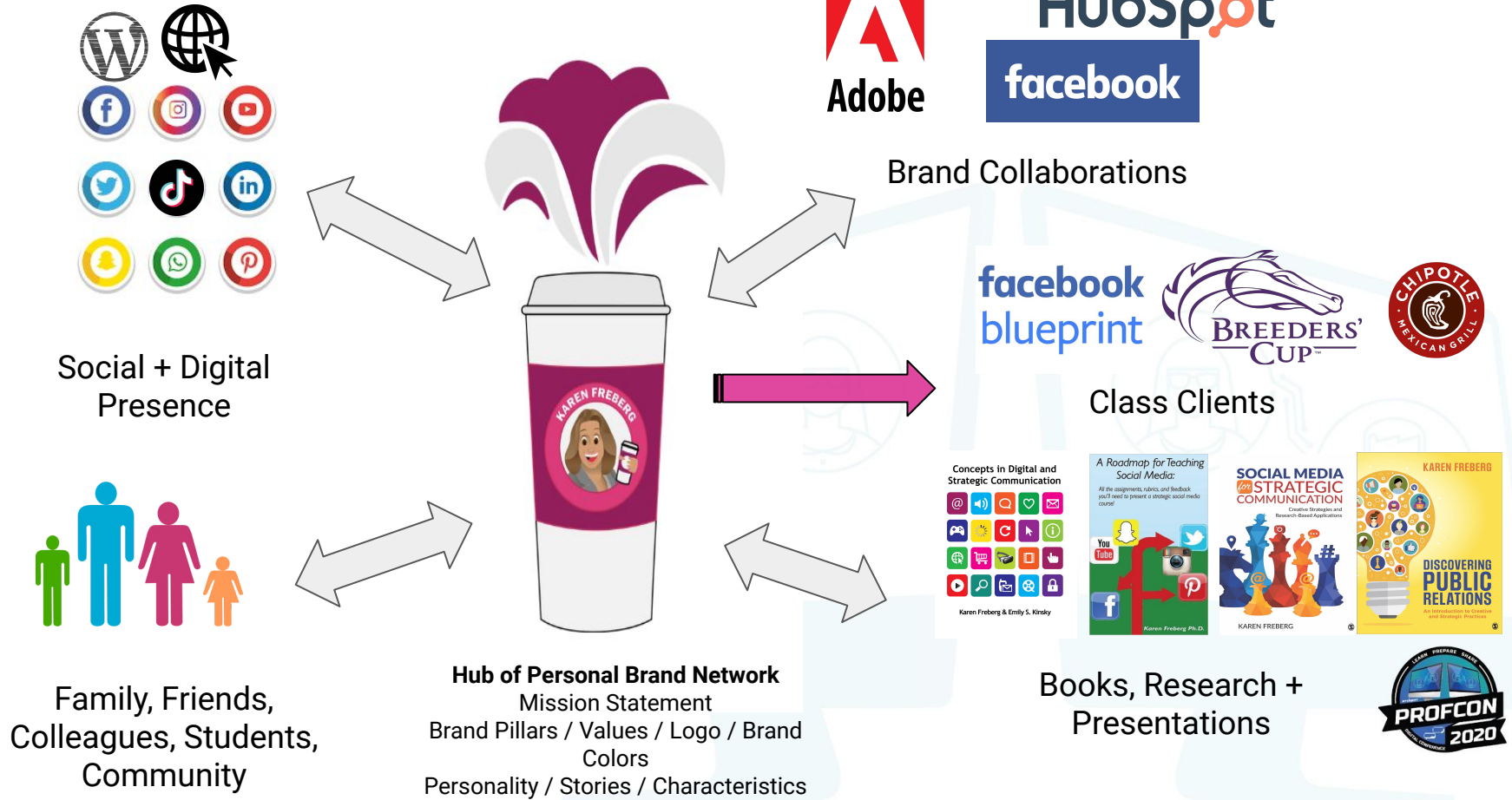
- Understanding the “YOU” brand
- Expanding your network
- Extending your content creation
- Own your own story
- Provide > Taking = more partnership and collaboration opportunities for win-win situations
- Launch an experience
- Diversify your brand in different arenas and audiences
- Audit potential brand partnerships on your brand pillars
- Create a community

Understanding the “YOU” Brand

- There are many components that make up your brand beyond your academic title.
- What is your:
 - Personal Mission Statement?
 - Hobbies or Interests?
 - Brand Pillars + Values
 - Personality Characteristics
 - Brand colors
 - Partnerships / Testimonials

Expand your network

#ProfCon20



Extending your content creation for new norm

- Look beyond academic papers, reviews, and presentations.
- Think like a media company.
 - Have a website
 - Establish content for a blog
 - Develop a brand kit
 - Set up an email newsletter
 - Create a community
 - Film and promote video tutorials, walk throughs, etc
 - Launch a podcast, live show, or series on IG
- Brainstorm what content resonates with you, your brand, and audience.
- Invest, strategize, and plan accordingly

Own your story

- Video is gravitating the industry more than ever, we have to as well!
- Opportunity to showcase your personality
- Editing skills will come with practice. Focus on message and content
- Ideas to consider sharing
 - Tutorials
 - Weekly updates
 - Conducting interviews with guest speakers
 - Actually setting up a vlog
- Testimonials

Provide > Taking

- It doesn't cost anything to be kind.
- Lots of people promote and sell their personal brands, but it's not what you have — it's how you use it that counts.
- Using influence created through brand for positive means
- Actions speak louder than words in this case: network to grow community and contacts over time.

Launch an “Experience”

- Can be digital or in person.
- Host the experience to provide value, community, networking, and collaboration.
- Focus on tying the experience to your own values and perspectives.
- Example: Cannes Lions Educators Summit



Diversify your brand in different areas and audiences

- Showcase your expertise in various forms of content
- Being able to share your insights and opinions, and serving as a resource to others will not only help your personal brand, but it will solidify your place in the minds of those who are part of this community
- Expertise needs to be communicated and shared in different formats and mediums to reach the max audience.

Create Communities

By offering your resources, insights, and bringing people together, you are connecting others with each other.



Identify brands to align with

Find brands that share
your values as an
educator.

- Connect the “why” you are engaging with them:
 - Are you a fan?
 - Do you use their products?
 - Do you talk about them in your research or teaching?
- Invite them into your classes.
- Promote, engage, and recap the experience across platforms.
- Determine which brands, organizations, technology programs, etc align with your brand and area of expertise.
- Reach out to brands and companies that align w/ your values, interests, and approaches
- Partner with organizations to help create content, speak at summits, guest blog posts, support efforts in certification programs, participate in an ambassador program, etc.

HubSpot

Education

Academia x Industry

facebook
blueprint

CANNES
LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

Adobe

BREEDERS'
CUP

Local

Karen
Freberg

Consulting

Hootsuite

facebook

Research Alignment

Consumer-Driven



brand
values
network

Identify brands to align with

Steps to build brand partnerships

- **Research your brand interests.**
 - Determine if they have partnered with academics or those in the industry before.
 - What are their values? How do they align with yours?
 - If so, who?
 - What are the benefits? What are the challenges?
 - What would be the items to highlight to create the win-win situation?
- **Reach out to communicate to spark interest**
 - Soft sell approach
 - Provide benefits + rationale along with evidence of brand, reputation, and impact
 - Set up a meeting
- **Engage**
 - Over deliver
 - Provide evidence and social proof of collaboration
 - Continue building on relationships
 - Create opportunities for a win-win situation.

Classroom Activities

for students

- Have students conduct a **personal brand audit**
 - Understanding the strengths, weaknesses, challenges, and opportunities of a personal brand is key.
 - Determining areas of focus and interest
 - Compare personal brand to other students
 - Create an action plan
- Create a [media kit assignment](#)
 - Part two of the personal brand audit, but this is to help market students for internships, brand partnerships, etc.
 - Can be created as a slidedeck
 - Create a value statement, highlight brand pillars, report social media presence and impact, discuss experiences working in social, etc
- **Highlight video reel** to promote themselves to employers and possible internship coordinators
 - Using tools such as [Prezi Video](#) and Adobe Premiere Rush to create video
 - Upload onto their YouTube Channel

Examples to follow for strong personal brands

- **Personal Brands**

- Karen Sutherland (USC)
- Amanda Russell (University of Texas)
- Jen Bennett (Wake Forest University)

- **Providing > Taking**

- Matt Kushin (Shepherd University)
- Scott Cowley (WMU)
- Mark Oppenheim (MEOjobs)

- **Creative Content Production**

- Leo Morejon (WVU) - Shows and Podcast
- Brianne Fleming (UF) - Podcast

Additional Readings + Resources

- **Readings**

- New Marketable Skills for Recent Grads ([Adweek](#))
- Steps in building a compelling personal brand ([PR Daily](#))
- Personal branding through online courses ([Forbes](#))
- 10 rules for personal branding ([Forbes](#))
- Branding insights + Personal branding segment on Facebook Blueprint ([link](#))
- HubSpot Personal Branding Resource Center ([link](#))

Q+A



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