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**Laurea**

**Personal branding in  
social media**

Antti Leino

FALL 2019

## Content

1. What is personal branding and why it is important
2. Personal branding cornerstones
3. Required skills
4. Development steps for personal branding
5. Critical tools for personal branding
6. Social media and personal branding
7. Personal branding strategy, roadmap

Exercise: your roadmap

# What is personal branding and why it's important



## Why personal branding is needed

In both our look-at-me cultural shift and evolving job market - it's both **helpful and often necessary to stand out when** applying for a job or starting your own company

 the difference between “Who are you?” and “Thank you for being here” in your career



## Why it is important

Gone are the days when employers were limited to learning about you through the carefully controlled environment of your resume or CV and an interview

*A quick Google check of your name could bring up all of your social media profiles for any curious potential employers or potential clients. They could see not only your social media profiles but any posts, tweets or updates that are publicly shared. You might be judged by what they see including the tone, frequency and quality of your posts and shares.*

Whether you are seeking new clients, new projects, finance or searching for a new job, don't neglect the opportunity you have to impress and convince potential employers or clients - that you are "the" person they need



## Some examples

Ville Tolvanen

Antti Holma

Arman Alizad

Andrei Koivumäki

Tommi Tervanen

Jutta Gustafsberg

Please google  
yourself - What do  
you find?



## Seven signs of strong brand in general

The brand is:

**1 Clear.** You have a clear message (mission) and your dream client understand what you are here to do

**2 Relevant.** You speak directly to your client 's current situation and biggest struggles

**3 Passionate.** Your dream client can sense your vision, what you believe in, and what you stand for

**4 Distinct.** It 's obvious how you are different and why you are the best fit for your dream clients

**5 Credible.** Your dream client trusts you and believes you can deliver what you promise

**6 Consistent.** Your Dream client can easily recognize you based on your consistent voice and visuals

**7 Visible.** Your dream client sees you frequently because you show up in the right places



# Personal branding cornerstones

## 10 cornerstones (1/2)

### **1 Have focus, a niche**

Best personal brands are very specific, and being specific you became memorable

### **2 Be genuine**

It 's necessity and it makes your life also much easier

### **3 Tell a story**

No one wants to hear you shout about your brand into the social media void. Written content and video are the best ways to tell your story

### **4 Be consistent**

Like having a focus, keep your brand promise consistent

### **5 Be ready to fail**

## 10 cornerstones (2/2)

### **6 Create a positive impact**

Helping others will only help healthily grow your brand in the long run

### **7 Follow a successful example**

Study trends and popular individuals

### **8 Live your brand**

### **9 Let other people tell your story**

Best PR is word of mouth

### **10 Leave a legacy**

What are the keywords and actions you want to be known for?

“ My quick tip on personal branding is to remember you are your brand, no matter what your current job is, what project you happen to be working on at any one time or whatever the priority happens to be today... always keep in mind the impact you leave on others and  
.....  
remember all we have is our own reputation and that's our brand , so be awesome to each  
.....  
other!  
.....

Jacob Shwartz, head of social partnerships at WeWork

# Skills required

## Skills you need in journey

**Writing.** You may be a good writer or an indifferent one. Or photographer.

**Public Speaking.** Most experts are comfortable speaking to their target audience and fellow professionals.


**Blogging.** It's not difficult to learn, but this is another skill you will need to master

**SEO.** Search engine optimization is an entire discipline in itself, but you can learn the fundamentals in a day or two — enough to begin thinking more strategically about what you write. The most challenging part will be learning how to research keywords that are relevant, attract enough search volume to be worthwhile and not too difficult to rank for on the first page of Google's search results page.

**Outreach to blogs and publications.** There's more to SEO than keywords. To get the most from your blogging and SEO investments, you'll need to generate outside links to your posts.

**Social media.** Social media has made social networks visible. You must master the essential platforms, setup accounts and keep networking

# Personal branding, development steps

A person is standing on a tall, dark ladder that extends from the bottom left towards the center of the frame. The person is seen from behind, wearing a light-colored t-shirt and dark shorts, with their right arm raised towards the sky. The background is a vast, bright blue sky filled with soft, white clouds. The overall mood is one of aspiration and reaching for goals.

# 1 Identify values that define you

family  
friends  
nature  
recycling  
etc



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## 2 Find a niche

a single subject that aligns  
your values (and vision)



# 3 Create a vision

what is your career going to be





**4 Develop a story of you**  
share carefully chosen details where are you  
from and where you going



# 4 Develop a story of you



## + HOW TO:

- Start by writing the long version for yourself. Run it past a friend, and see which details stand out as being meaningful or unique.
- Share what you're proud of; include a funny anecdote about a personal 'fail'.
- Put a written version on your website, but be prepared to go off-script when introducing yourself in person.



## 5 Get your social profiles and websites in sync: url, usernames

[twitter.com/anttileino](https://twitter.com/anttileino)

[facebook.com/anttileino](https://facebook.com/anttileino)

[slideshare.com/anttileino](https://slideshare.com/anttileino)



# 6 Communicate well

How quickly

What information you are prepared to share

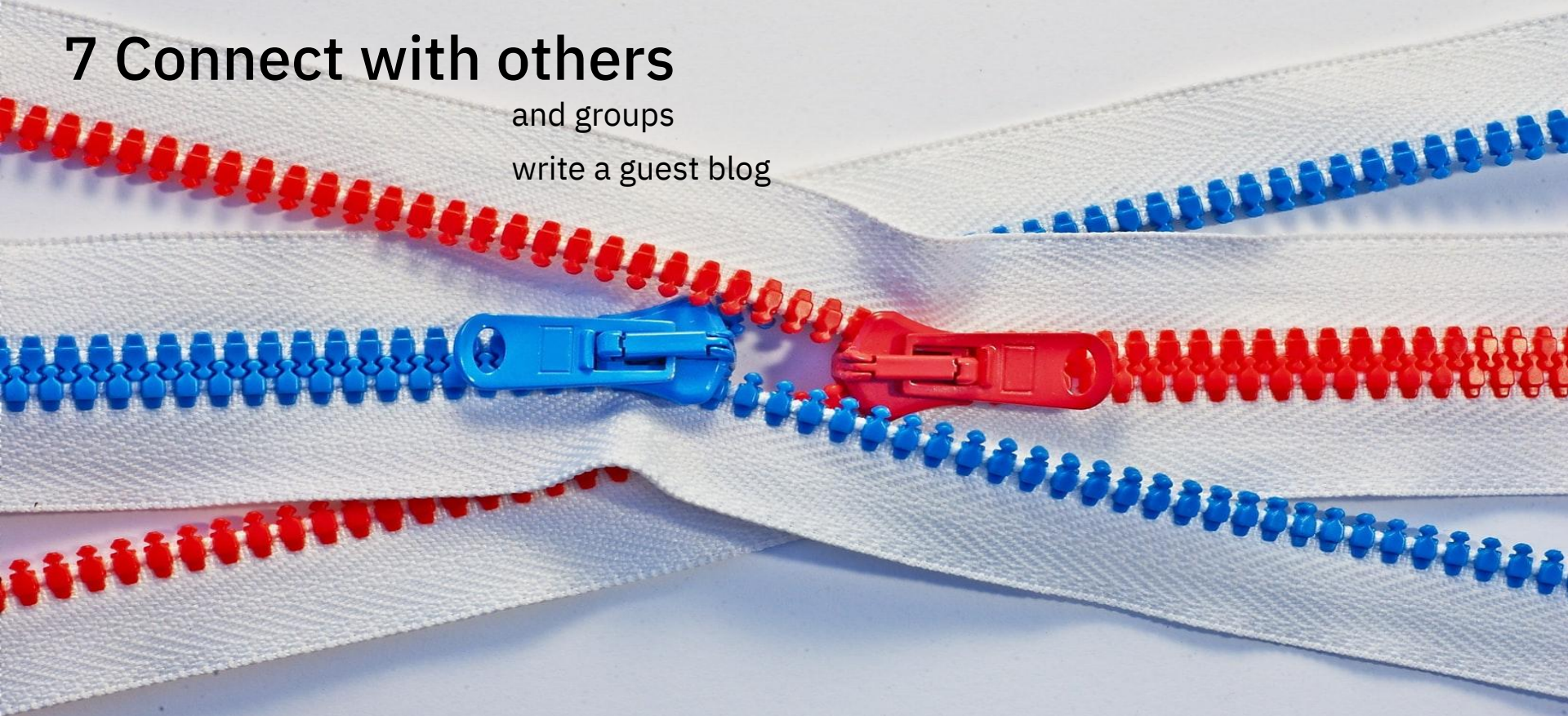




# 7 Connect with others

and groups

write a guest blog



## 8 Convert the curious





## 8 Convert the curious



If you're creating content, offer something unique to those who sign up to your mailing list. This could be an e-book, podcast series or other engaging content format.

---

**+ TOP TIP:**

If you're freelancing, encourage browsers to connect with you personally by guiding them to your LinkedIn profile or professional portfolio.

# 9 Embrace your idols

James Brown

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- List the personal acquaintances and industry figures who you admire, and those who you consider similar to yourself who have already found success.
- Think about the reasons you admire these people and how they used your common traits to get where they are.
- Set out to learn what they've learned — but tweak these lessons to fit your own unique story.

# 10 Be credible

Credibility = Values + Action

Do not lack hard evidence!

Seek testimonials



# 11 Be active



Consistent posting in social media is a very important factor to build your brand

## QUESTION

Would you go date  
with yourself? Why?  
Why not? What do  
you discuss with  
yourself on date?

# Critical tools



# 1 Social media account:

## Linkedin profile

### WHAT

1. Describe what is your passion
2. Explain your present role
3. Frame your past
4. Highlight your successes
5. **Reveal your character:** choose stories and words that show who you are as a person, not just a professional
6. Show life outside of work
7. Add rich media

### HOW

8. Make your first sentence count
9. **Pump the keywords** - listing ‘Specialties’ at the end of your summary is one way to pack them in.
10. **Cut the jargon**, like “strategic,” “motivated,” and “creative.”
11. **Write how you speak**
12. **Tell stories**
13. **Create white space**
14. **Ask for what you want**



Katrina Ortiz • 3rd

Lead Software Developer at Insurance Technologies, Inc

Miami/Fort Lauderdale Area

Message

View in Recruiter



Insurance Technologies  
Udacity  
See contact info  
154 connections

Hooks her readers and then connects the dots in her non-linear career path

I caught fire coding.

I always thought my dream was to be a proofreader for a little indie publishing company, sipping my cafe con leche and reading the opening lines to the next best-selling vampire novel. It seemed like an appropriate dream given my BA in English. I gravitated toward proofreading and quality control positions and even started my own proofreading business. But I kind of just felt meh. I yearned to learn more, yearned to learn something different.

And that's when it happened; the spark I was missing ignited the instant I clicked play on my first Python tutorial video. (I mean seriously, how could it not be great when it's named after Monty Python's Flying Circus?) Since then, I can't get enough. Front-end web development calls to all my passions; it incorporates creativity and problem solving and I'm allowed to break it to improve the code (in a separate Git branch, of course).

I love applying responsive design principles and watching my web pages shrink into mobile screens and still look amazing. It's oddly satisfying. I think in a way I'm kind of like those web pages; I'm moldable, but I still keep my creative flare intact.

My specialties include quickly learning new skills and programming languages, problem solving, responsive design principles, website optimization, and the Model View View Model (MVVM) and Model View Controller (MVC) methods of organizing code. So far I have JavaScript, HTML, CSS, C#, Python, jQuery, Bootstrap, Knockout, AngularJS, Jasmine, Grunt, and Git/GitHub under my belt. I've started learning Node.JS, MongoDB, and Express.JS. I'm still enthusiastically grabbing onto any other programming languages, frameworks, or principles I can integrate into the coding web in my head.

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Bruce Lam • 2nd

Senior Recruiter at Shippo. I spark joy in recruiting and enable candidates to be successful.

San Francisco, California

Connect

View in Recruiter

More...

Shippo  
University of California, Davis  
See contact info  
500+ connections

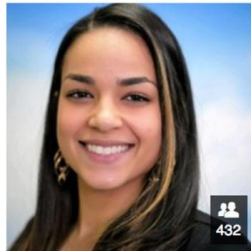
I find great people and find them great careers. This all starts with a conversation. Along the way, we'll find it together and uncover their values, personal aspirations, and next career move. And if we don't, well then we keep the conversation going, because I want to get them there.

I'm a data-driven and an insightful recruiter who is passionate about growing teams and dreams. From private start-ups to public Fortune 500 companies, I've grown my skills in full-cycle recruiting, strategic sourcing, data analytics, and project management. My joy in recruiting, so far, has been matching top-performing and rising professionals with the right career move in software engineering, sales, management, UX, marketing, and more.

When I'm not recruiting or pivoting tables, I'm improving an old recipe for matching GoT and re-runs of The Office, listening to biographies on Audibles, hanging out with friends, and sipping stouts and cab francs.

Explains what drives him as a recruiter and why he's successful





## Shanay Smith

Executive Assistant and Operations Manager  
Whitby, Ontario, Canada | Executive Office

Previous positions  
Executive Assistant Office Manager at WGAMES INC.  
Executive Assistant and Office Manager at Megla-Con

Education  
Carleton University, Bachelor of Arts (B.A.), Business Law

Send InMail



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Contact Info Edit

### Recruiting Activity

There's no activity associated with

### Background



#### Summary

Being a C-Level Executive Assistant is exactly what you'd think it's like. I'm the colleague at work that everyone wants to know but nobody wants to be. If you want to get something done, you come to me - everyone knows that! Yet no one wants to have to do what I do because of the amount of personal time and effort that goes into being everyone's go-to.

Luckily, I'm obsessed with staying organized and making everyone's life easier. It brings such a genuine joy to my heart to take the burden off of my loved ones' shoulders, and I always do anything I can to enhance that. Work is no different. There aren't many things that can grow a company the way that trust and dependability can, and I pride myself in being so dedicated to both.

When I'm not at work or in denial about having a social life, I'm at home mothering the world's absolute greatest little three-year old munchkin. My son is my absolute rock and has helped me to really understand my purpose. The love I have for my son is so infectious that I can't help but radiate it onto anyone I cross paths with. I truly just want us all to succeed, and will go out of my way to ensure that.

At the core I'm just a mom, and that's all it really comes down to. I believe in everyone and their goals as if they were my children. I will bend over backwards to help others' dreams come true, but I also understand the importance of standing your ground and holding your own - Balance.

The most important lesson being a mom has taught me? How to make the horse drink the water.

Feel free to reach out if you ever need any emotional support, career guidance, or advice on those tricky horses; we can get it done together.

Ties her job to her company's big picture and shows pride in what she does



Karen Abbate • 3rd

Creative Director at J. Walter Thompson  
Greater New York City Area

J. Walter Thompson

See contact info

500+ connections

Message

View in Recruiter

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partner, Jag Prabhu, and I have produced work for Unilever. Verizon Wireless. Johnson & Johnson. AT&T. Pfizer. Nestle. Bristol-Myers Squibb, IBM, GlaxoSmithKline. US Airways... And we've gotten to schmooze with the leaders of these fine companies. Quite a rush.

2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.

3.) I got my job in advertising in an unusual way. I won a national writing contest called "Write If You Want Work", the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss The Girls) then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.

4.) Several years ago, right out of the blue, my funny, act(h) husband was diagnosed with cancer. I mention it here because I've worked on pharmaceutical ads. Some creatives shun them, with people over the things that make us human.

5.) This is how I sum up my job. I help people fail and win new business. Build trust with clients to help them win. Exclamation point.

6.) I don't like to advertise this fact, but I'd do it if I had to. Aside from advertising, I'm completely unemployed.

She uses a numbered list to highlight her main career achievements and defining moments

# Social Selling

## What is social selling

Selling that does not feel like selling

Being present, helpful, supporting

Being open

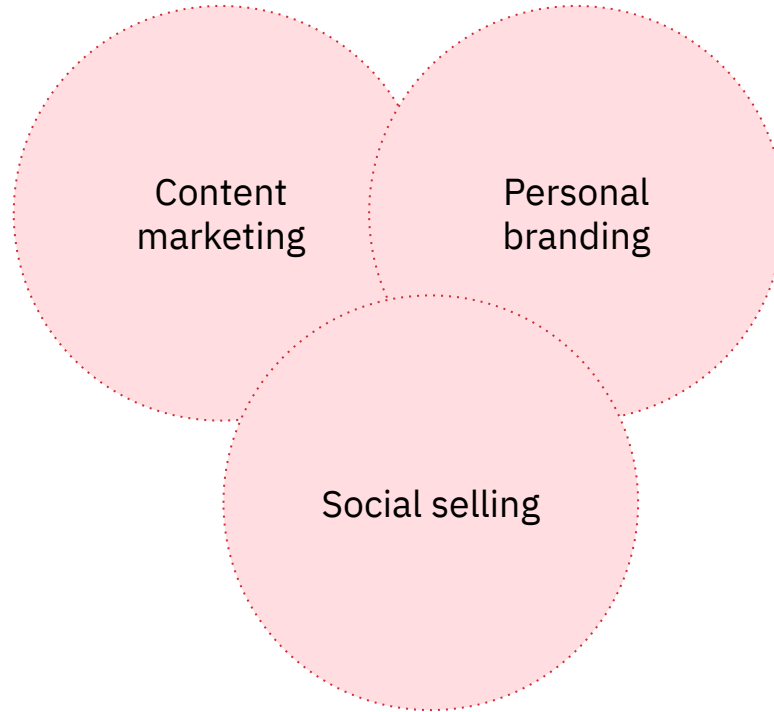
Social selling is always personal, human and personal

Social selling is needed because buying process always starts before your sales process

Check your LinkedIn Social Selling Index

[www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)

Personal branding needs content marketing and vice versa to help social selling



# Hint

## Content marketing publishing calendar

<b>WHY</b> What do we want to achieve?	<b>TO WHOM</b> we want to talk to?	<b>WHAT</b> do we want to say?	<b>HOW</b> do we get message thro?	<b>WHEN</b> do we communicate?	<b>WHO</b> is in charge?

**Tiina Räisänen**  
7. kesäkuuta kello 13.49 · 🌐

Jos haluaa ilmalämpöpumpun, mistä kannattaisi aloittaa etsiminen? 😊  
Vinkkejä hyvistä vehkeistä ja asentajista otetaan vastaan 😊

👤 Mikko Alasaarela, Johanna Lohiluoma ja 5 muuta 41 kommenttia

👍 Tykkää    💬 Kommentti    ➦ Jaa    🌐

**Riikka Lavonen** Todellakin seuran tätä jos jollain vinkkejä paakaupunkiseudulle 🤔🤔  
Tykkää · Vastaa · 1 pv · Muokattu

**Jukka Ala-Mutka** Matti Perkkio hoitaa  
Tykkää · Vastaa · 1 pv

**Juho Toivola** Matti Perkkio tietty hoitaa.  
Tykkää · Vastaa · 1 pv

**Tiina Räisänen** Juho, eioo Matti vielä vastannut, kun laitoin viestiä 😊  
Tykkää · Vastaa · 1 pv

**Juho Toivola** Sillä on ollut vähän kiirettä tänään kun on ollut telkarissa. Mutta vastaa kyllä varmasti  
Tykkää · Vastaa · 1 pv

**Toni Hannukainen** Ainut oikea osoite ottaa yhteyttä on Matti Perkkio 🙌

Four blue arrows point to the comments by Jukka Ala-Mutka, Juho Toivola, and Toni Hannukainen.

## Other social media accounts

Twitter

Facebook

YouTube

Instagram

Vimeo

Pinterest

TikTok

Slideshare

MeetUp

Xing (Germany)

vKontakte (Russia)



## 2 Blog platform

- Every expert should be blogging
  
- It's the most accessible way to demonstrate your expertise
  
- It's also one of the easiest ways to start building a loyal following
  - ◆ And when you apply search engine optimization (SEO) principles to your posts, you open up a whole new world of prospective clients who, for the first time, will find you through online search

<http://lowreality.blogspot.com>



## 3 Personal website

If you are part of a larger firm, you'll want to focus first on your bio page. It should present sufficient credentials to convince people that you really know your stuff. Here are a few things it might include:

- Detailed personal bio

- Academic degrees

- Certifications

- Awards

- Publications

- Presentations

- Important projects

- Associations

- Affiliations

- Speaking videos

## 4 Slideshare

- Slideshare is a great platform to show your expertise through presentations and documents (pdf)a
- Again a good SEO tool

[www.slideshare.com/anttileino](http://www.slideshare.com/anttileino)

## 5 Speaking engagements

- Public speaking is an important platform for building your reputation and personal brand

## 6 Webinars

If you have solid personal site and blogging platform, webinars are good tool to engage with your followers and prospects

Google Hangout

Wherby.com

Facebook Live

LinkedIn Live

## 7 Podcasts

Similar to blogging and webinars, there are several good reasons to try podcasting, for example

- Explaining Your Story
- Polishing Your Speaking Skills
- Becoming a Thought Leader
- Improving Your Reach

## + A book - ?

- A book is a critical credibility builder.
- It helps to address your area of expertise.
- A book can be self-published.
- Traditionally published book can deliver instant credibility, but self-published books - for which you can set the price or give away for free - offer more flexibility.
- A book can be a heavy lift, so don't feel like you have to tackle it right away.

## Option: Media kit

Experts get requests for bios, speaking samples and photos all the time

So it makes sense to have those things ready to go at a moment's notice

Even better, put them up on your website bio page where interested parties can find them without asking.



IMG\_6547.jpg



IMG\_6549.jpg



IMG\_6550.jpg



IMG\_6553.jpg



● IMG\_6554.jpg



IMG\_6556.jpg



IMG\_6558.jpg



IMG\_6559.jpg



● IMG\_6562.jpg

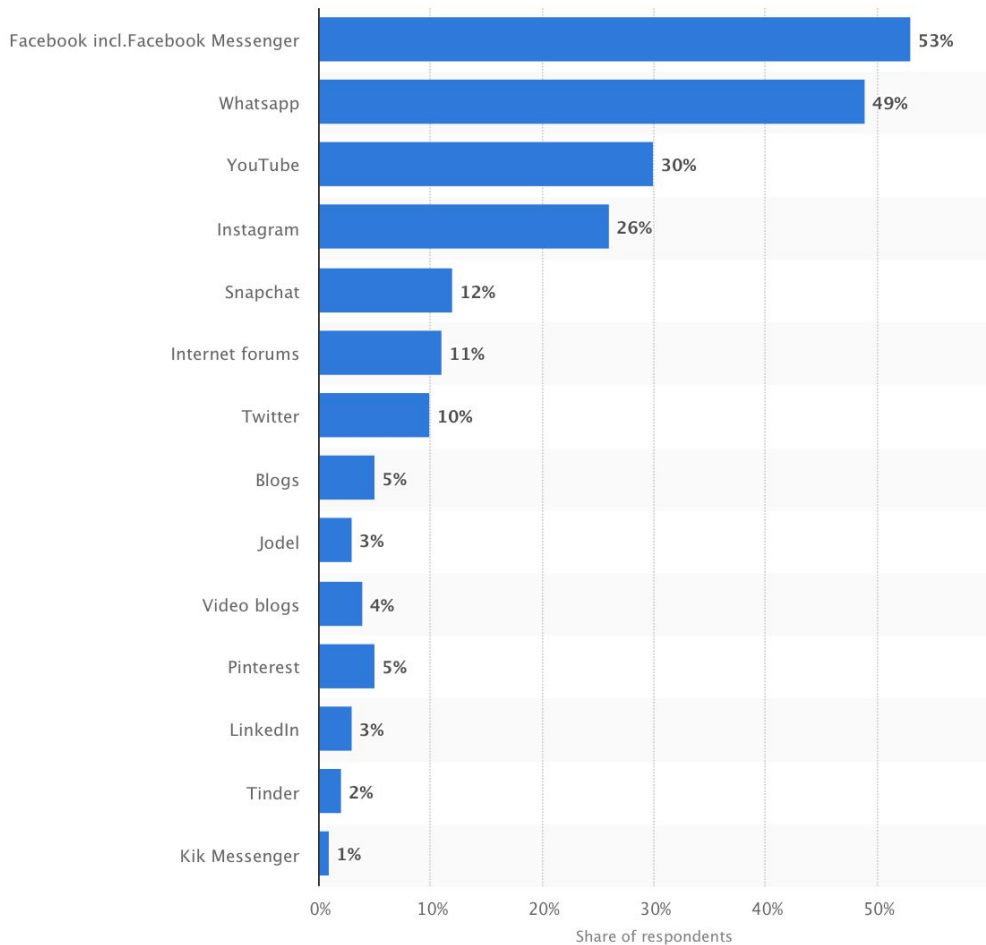
# Social media in personal branding



## Decide your social media

- Decide which social media account(s) you are going to focus on
- Delete any old accounts that you are no longer using
  
- For the networks you will be using, make sure all of your information is complete and accurate
- This will help you to build traffic to the networks you want to showcase your work
- It can also remove any potential “questionable” content from years past that doesn’t have a positive effect on your professional image

# Social media usage in Finland, 2018



Source:  
<https://www.statista.com/statistics/560262/share-of-social-media-platform-users-by-app-in-finland/>

## Make posting easy with apps

*Forgotten passwords, busy day jobs and content creation; maintaining an online presence can be time-consuming; but there are many social media apps at hand to make life easier.*

- [Sprout](#), [Buffer](#), and [Hootsuite](#) all connect to your social media networks and allow you to cross-post across different social networks and schedule posts; removing the need to login to multiple websites
- Most major social media networks, including Twitter, LinkedIn, and Facebook are compatible with these applications
- Make sure you learn how to use mobile versions of the networks admin tools!

## Share content on regular basis

*In the early days of social media, the more you posted, the more engagement you could drum up*

- A once-weekly Twitter post or monthly Instagram photo are not going to accomplish much, if anything
- For this reason, it's best to focus on two or three carefully chosen social networks and try to be active on them, rather than posting sporadically to a half-dozen
  
- Over-posting leads to fatigue and annoyance
- The sweet spot seems to be posting around 3-4 times per week for individuals
- There will be days when you don't post, and that's perfectly fine
  
- Analyse the data associated with your posts and identify a pattern that works for you
- If you're having trouble finding content to share and want more insight into what's popular among users, try searching via hashtag on Twitter, using news aggregator sites like [Feedly](#), or signing up for [Google Alerts](#)

## Import your contacts

Import your email contacts from Gmail or Outlook, or contacts from your phonebook, into your social networks to find out how many connections you're missing

Linkedin, Instagram, Facebook and Twitter all allow for a free import of a certain number of contacts

## Keep it positive

- Think of your social media interactions and content creation as part of a resume of your work and a reflection of your professional attitude and overall personality
- Be careful when making political commentary that others may consider offensive (avoid inflammatory religious or racial comments!)
- If you have concerns about not being able to voice your opinions to the extent you wish, consider creating two sets of social media accounts: one for private use (say whatever you want), and one for personal use (in which your responses and shares are heavily calculated)
- Keep your personal pages private to just close friends and family
- Use your professional accounts to build new connections and career opportunities

## Keep your voice and tone consistent


- Sticking to your defined persona is important
- You should remain consistent with your ideas and the ways you present them so that you're memorable and trustworthy.
  - ◆ [Personal branding guides](#)
- Following your brand guidelines helps to control people's perceptions
- You can damage an otherwise flawless reputation if one of your profiles shows up with content or images that don't match up with your brand's voice.











## Find and join groups


Facebook and LinkedIn both offer thousands of opportunities to join groups focused on specific industries or topics

- Use the search bar on each network to find groups that are linked to your specific area of expertise, then you'll be able to share your insights and **build authority around your personal brand**
- Industry groups may be overcrowded with your competitors - topic-based groups may be more fruitful in terms of reaching your audience
- Once you're a member of your preferred social media groups, don't be afraid to jump into discussions and add your unique insights
  - ◆ Don't be afraid to have conversation
  - ◆ If you simply join a group and don't participate, you won't gain any of the benefits listed above
  - ◆ Showing that you're responsive will help you build your personal brand in larger communities beyond your own

 Search






 Home
 My Network
 Jobs
 Messaging
 Notifications 3
 Me
 Work
 Learning

**Henkilöstöjohtaja - taklaa tämän päivän rekrytointihaasteet. Lataa Eilakaislan opas!** Ad ...













**Antti Leino**  
Joined group: Nov 2013

Recent


-  Real Time Bidding (RTB) - ...
-  eMarketer Super User Gro...
-  Fonecta / Agency Champi...
-  # growthhacking
-  Asiakkuusmarkkinointi

Groups


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-  eMarketer Super User Gro...
-  Fonecta / Agency Champi...
-  Asiakkuusmarkkinointi
-  Digital Marketing Professi...
-  Programmatic Media Buyi...
-  Digitalist Group & Network
-  Eurobest
-  Location Based Marketing
-  MIF kouluttajat

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-  # growthhacking


See all




## Real Time Bidding (RTB) - Europe


 Standard group








Start a conversation in this group











**Sergey Bohuslavsky** • 2nd


Looking for DSPs to sell native, pop, banner, pre-roll, web push traffic via...

4h




Dear colleagues,  
RTB\_TALKS Telegram group is an information partner of upcoming Kyiv MAC conference, that will take place on October 8th in Kiev, Ukraine and will bring together advertisers, publishers, agencies and technology platforms in affiliate and online marketing industry. ...see more

 Like

 Comment


Be the first to react








**Brian Blondy** • 3rd+

Marketing Manager at Total Media

4h



**4,187 members** See all

99+


Invite members

**About this group**

Real Time Bidding Europe is a group for european professionals working in Ad Exchange DSP, Demand Side Platform, Media Buying, Data Exchange, SSP Sell Side Platform, RTB, Real Time Bidding, Retargeting, Data Management Platform, DMP, Audience

Show more ▾


**Group admin**




**Angelo Rosati** · 2nd **Owner**

Growth Manager at Rebrandly - MBA

**Promoted** ...



**MUUTOSTA LAADUN EHDOLLA**  
Käitimaist ohjelmistot ja



**Perehdytykset digiaikaan**  
Tehoa työsuhteen tärkeimpään kulutukseen

## Social media groups are inspiration for many things

Challenge and motivate yourself

Push you to achieve your goals

Keep you accountable

Get ideas

Receive feedback

Gain confidence

Test your knowledge

Help others

Do some good

Make friends

Discover new opportunities

## Study influencers

*Connecting with and collaborating with influences is a great way to get your brand known, but it does take some time.*

*You have to spend time developing relationships with influencers before they'll see you as an expert.*

- LinkedIn is a great place to find and engage with other experts in your industry
- As are several [influencer marketing tools](#)

Once you've found the top influencers in your area, check their networks, posting habits and content to determine what you could be doing better. Notice how their followers respond to what they post, and learn best practices

# Personal branding strategy, roadmap

Now it's time to bring everything together into a coherent plan of action!

- I assume you are committed to a long-term program to build your personal brand
- If you are serious about building your personal brand over time, turn this roadmap into a formal plan
  - ◆ That means writing it down, mulling over your answers and updating the plan as you think of new ideas or decide to make course corrections!

## A Your strategy

**Step 1: Determine where you are today.** You need to know where you are starting

**Step 2: Identify your specialized area of expertise.** You are already an expert in something, but is that “something” fairly broad (“family law,” for instance), or is it very specialized (such as, “child custody law”)?

**Step 3: Define your audience.** Who will be buying your services? Who will influence your buyers? What industries do you serve? What roles in the companies buy your services?

**Step 4: Find your angle.** This step isn’t absolutely required, but it can really help your personal brand stand out. If you can become associated with an issue, or if you take a controversial or counterintuitive point of view, it’s often easier to gain notice

**Step 5: Decide which tools you will use.** Sites. Blog. Social media. Sharing platforms. Something else?

**Step 6: Assess your skills.** Where are you good at?

**Step 7: Determine who is going to help you.** Most of us will need at least a little help along our journey, and many will need a great deal of it



## B Tools

**Step 8: Create your media kit**

**Step 9: Enhance your bio/build your website**

**Step 10. Get set to blog**

**Step 11. Set up your conversion tools.** To turn web visitors and blog readers into leads, you'll need to offer them something that's compelling enough they will provide their name and email address in exchange for it.

**Step 12. Set up your social media profiles.**

**Step 13. Select and prepare your email platform (optional)**

## C Develop your skills

**Step 14. Set aside time each day to work on new skills.** The most effective way to tackle a long-term project is to make a habit of it. That means carving out a little time each day to work on one or two pieces at a time.

- Never forget that this is a business commitment - devote part of your workday to upgrading your personal brand
- You may commit some of your personal time to it, as well, but it's an ongoing project, one that will never end
- Start building your job around it

# Five levels of visibility: what is your goal?

note these are from USA

Level 1: Resident Experts	Level 2: Local Heroes	Level 3: Rising Stars	Level 4: Industry Rock Stars	Level 5: Global Superstars
<p>These experts are well respected within their firms and by their clients, but they have little visibility outside of those audiences.</p> <p>Most Visible Experts start their journey here</p>	<p>These individuals are beginning to become known outside of their firms. They are more active in their local business communities, often speaking at business functions and blogging.</p> <p>They may even bring a little new business to their firm</p>	<p>These experts have developed a regional reputation. They are fairly well known among peers in their area, and they speak and write frequently on their area of expertise.</p> <p>Rising Stars tend to bring in higher-quality business and charge higher fee</p>	<p>These names are well known across the nation for their niche areas of expertise.</p> <p>They attract premium clients and fees. As a result, they become significant assets to their firms.</p>	<p>Global Superstars have broken out of their niches and become recognized more broadly in their industries.</p> <p>They command the highest fees, and firms around the world want to be associated with them.</p>

# Exercise

## Exercise. Personal roadmap

Please think following question and write your plan

- ★ Who am I
- ★ What do I do
- ★ What do I sell
- ★ Who is my target
- ★ What is my competitive advantage
- ★ Why choose me
- ★ How can I promote
- ★ How can I grow my network
- ★ How can I improve my experience
- ★ How do I measure my reputation

**Finally**

A personal brand is a lifelong project that constantly evolves and changes!

Even the experts who build or enhance the biggest brands in the business know that there are no hard-set rules for creating a personal brand!

🐦 the difference between “Who are you?” and “Thank you for being here” in your career





A person is shown from the chest up, holding a large, black, 3D arrow that points to the right. The person is wearing a white long-sleeved shirt with pink and white chevron patterns. They are surrounded by a shower of multi-colored confetti (red, green, blue, yellow, purple) that is falling around them. The background is a soft-focus sunset or sunrise with warm orange and pink tones. The overall mood is celebratory and optimistic.

**Have great personal life!**

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# Personal Branding Working Plan

for freelancers, consultants, professionals

## 1. Who am I?

\_\_\_\_\_ personality  
 \_\_\_\_\_ abilities  
 \_\_\_\_\_ passions

## 2. What do I do?

experiences objectives  
 skills mission, vision, values  
 knowledge

## 3. What do I sell?

services  
 performance know how

## 4. Who is my target?

consumers  
 companies  
 public agencies - associations

## 5. What is my competitive advantage?

performance expertise reputation  
 cost of access and use network relation

## 6. Why choose me?

value proposition - positioning

## 7. How can I promote?

off line on line  
 presentations articles mobile blog  
 e-book interviews social media  
 events video  
 newsletter

## 8. How can I grow my network?

events  
 community  
 associations

## 9. How can I improve my experience?

training  
 partnership innovation

## 10. How do I measure my reputation?

tools parameters qualitative  
 quantitative

### Guiding Principles

consistency	be distinctive
be sustainable	be credible

### Swot analysis

Strengths	Weaknesses
Opportunities	Threats

### Process

Analyse	Plan
Do	Monitor