Personal branding is more than self-promotion

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“Branding” sounds like a slimey term
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Indulge me for a second
What sets companies apart? Brands have “Goodwill”

Goodwill is an intangible asset including value of company’s brand name, solid customer base, good customer relations, good employee relations, patents, proprietary technology, etc. (from: http://www.investopedia.com/terms/g/goodwill.asp)
What is setting you apart?
What makes you different is your VOICE.

Especially if people can hear it.
Knowing your personal brand helps EVERYONE

Apply the right detail to: **Tell me about yourself**
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I’m giving you a way to connect to me
Knowing your personal brand helps EVERYONE

Hitting the right amount of detail:

● Give them the easy answers
  ○ What do you do - software eng
  ○ Where do you work - Pivotal
  ○ Where do you live - SF

● Give them some interesting facts + evidence
  ○ Interesting thing #1 - taught myself programming
  ○ Interesting thing #2 - traveling + 11 trips
  ○ Interesting thing #3 - non-profit + board member

● Own it
  ○ “You’re comfortable with yourself”
Tell me about yourself

Your Turn!
Branding can be powerful

- Jobs
- Opportunities
- Recognizability
- Expansion of network
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- Jobs
- Opportunities
- Recognizability
- Expansion of network
- Proactively shows people what you’d like to talk about
- Can get you to your next step
- Can provide a safety net around your Plan B
These days, when you're talking to one person you're talking to a thousand.
We’ve already begun our personal brand
Branding is the intentional strategy behind going from the “you” now to the “you” you want to be known as.
What is going to make your tree unique?
Depends on what kind of:

- Fertile soil
- Right amount of water
- Root system
You can grow whatever tree you want
Caveat: You don’t have to do everything

- You don’t need any of it, it’s an opt-in
- You can iterate
- Easy to get overwhelmed
- I don’t even do it all; do what you’re comfortable with
Forget-me-not

- Perennial
- Easy to grow
- Minimal care
- Do Whatever they want
DEFINE
CURATE
GROW
LEARN
CURATE

DEFINE

LEARN

GROW
Branding is about what OTHERS think and say about you
DEFINITE: What do people know you for?

What are your values?

What do people think are your top qualities?
DEFINE: What do people know you for?

What are your values?

What do people think are your top qualities?

(no seriously ask them)
DEFINE: What do people know you for?

What are your values?

What do people think are your top qualities?

(no seriously ask them)

I learned about my personal brand by iterating between feedback and actions
CURATE: What do you want to be known for?

Does the way people think of you match up with what you want to be known for?

- Work
- Conferences
- Projects
- Other circles
CURATE: What do you want to be known for?

Does the way people think of you match up with what you want to be known for?

If you could start from scratch, who would you be? = “future you”

(write)
GROW: How are you going to get there?

Bridge the gap between current “you” and future “you”. What’s missing?
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Take 3 things you want to be known for and find 3 things to do for each
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Bridge the gap between current “you” and future “you”. What’s missing?

Take 3 things you want to be known for and find 3 things to do for each

What does success look like for each step?

(write)
Promoting your brand

For an event, I try to do the following things:

- Post on twitter leading up to event
- Add people of interest to follow + lists
- Post photos and interesting thoughts on twitter day-of
- Recognize sponsors/venues

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Promoting your brand

After I do a talk or participate in an event:

- Post slides on slideshare
- Post slides + photo + summary on blog → facebook
- Pin tweet on twitter → facebook
- Post a photo on instagram → facebook

Tools like: Storify, Buffer, etc.
Promoting your brand

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Sounds like self-promotion but some people benefit from your learnings/slides and might be curious about learning more!
Don’t be worried about overpromoting, people care more about themselves than they do about you.
Advice around the “humblebrag”

Maybe nots:

- “I don’t deserve to be on this but here I am”
- “Check out these people on this website!” (but you’re clearly on there, too)

Common trends:

- “Honored to be _____”
- “This was a team effort” and call out team
- I worked really hard and am proud to be here
- I put this together and would love your feedback
- A few people have been asking about ____ so putting it here, feel free to share
You don’t have to grow your brand alone

Who else are players in your areas of interest?

How can you promote them?

You have the power to amplify your peers and your areas of interest!

You’re remembered for you how affect others’ lives
You’re remembered for how you affect others’ lives

What groundwork can you put in to make your reach larger and wider?

How can you take advantage of this sandbox while it’s small?

Your personal brand changes and evolves and that’s the point!
You’re amazing and you’re going to do awesome things.

I can’t wait to hear you roar.