

PERSONAL
BRANDING
IS FOR
EVERYONE

for real

MY GOAL:

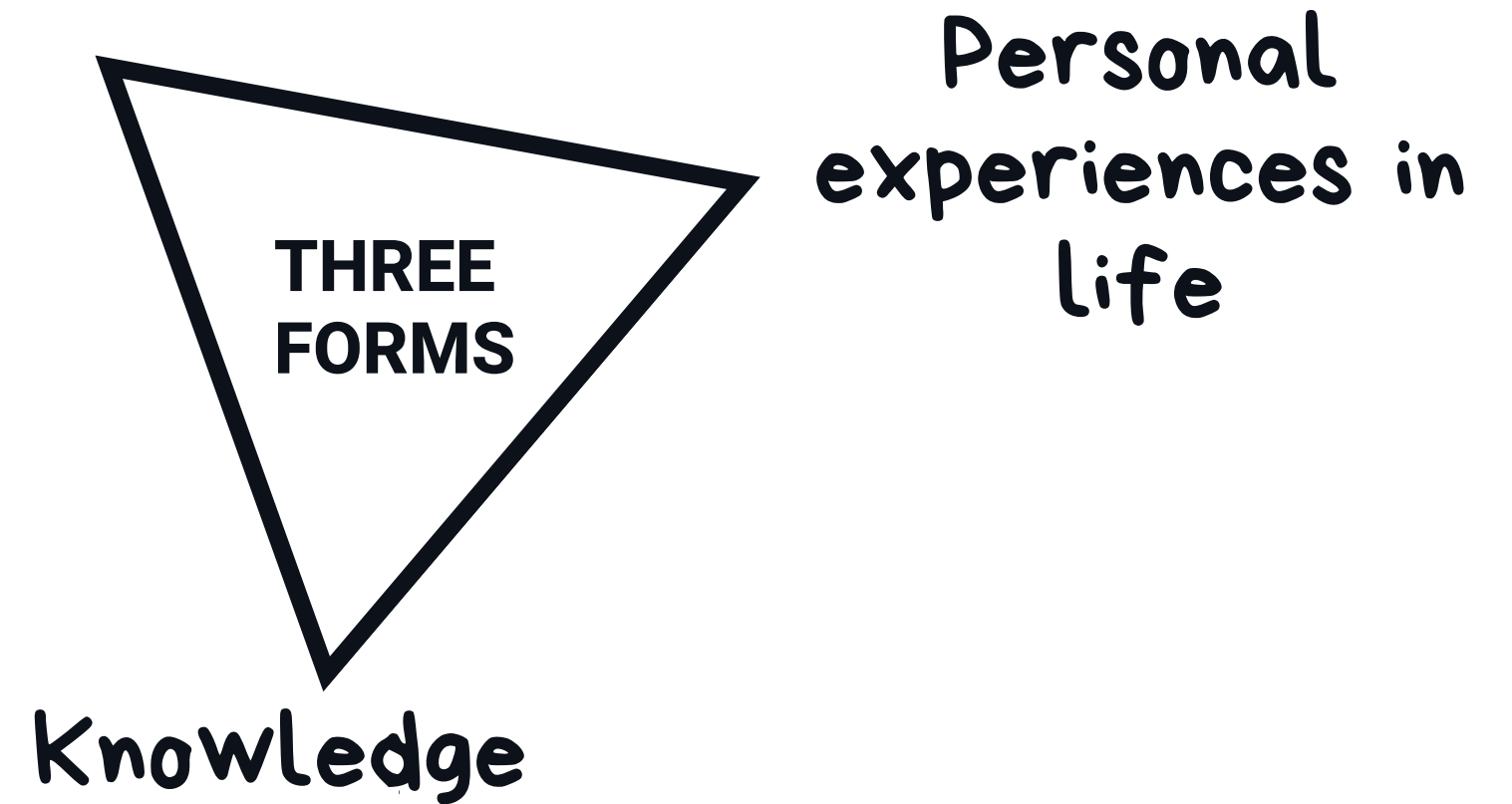
**To give you the
permission and
the confidence
to put yourself
out there**



**YOU HAVE
VALUE TO
GIVE TO
THE WORLD**



your perspective



The truth about giving value...

AGE GROUPS

60+

45

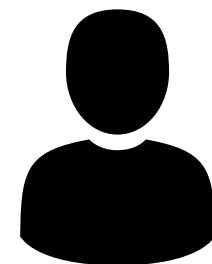
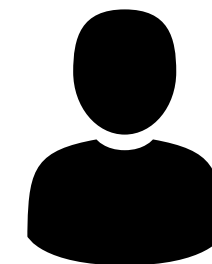
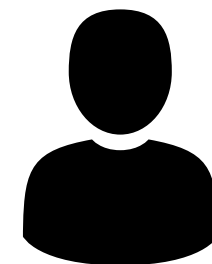
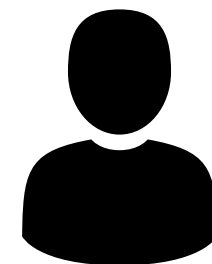
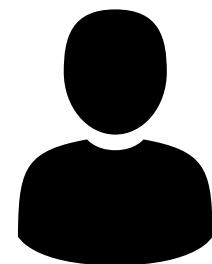
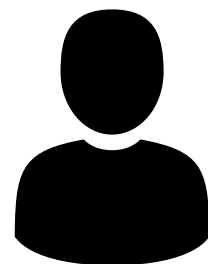
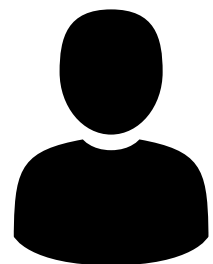
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The truth about giving value...

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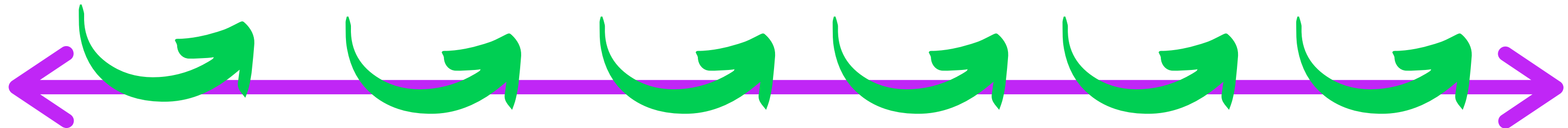
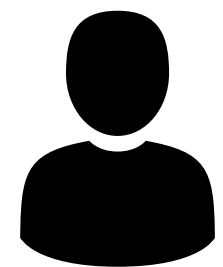
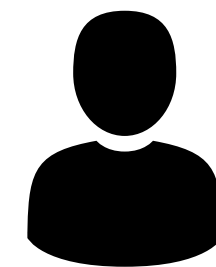
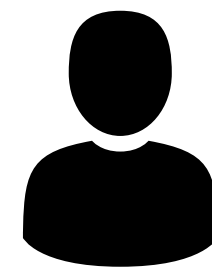
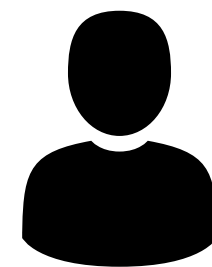
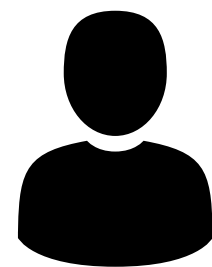
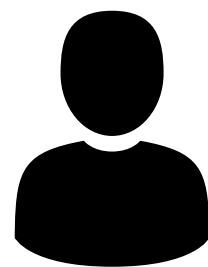
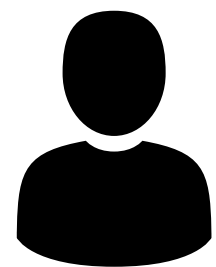
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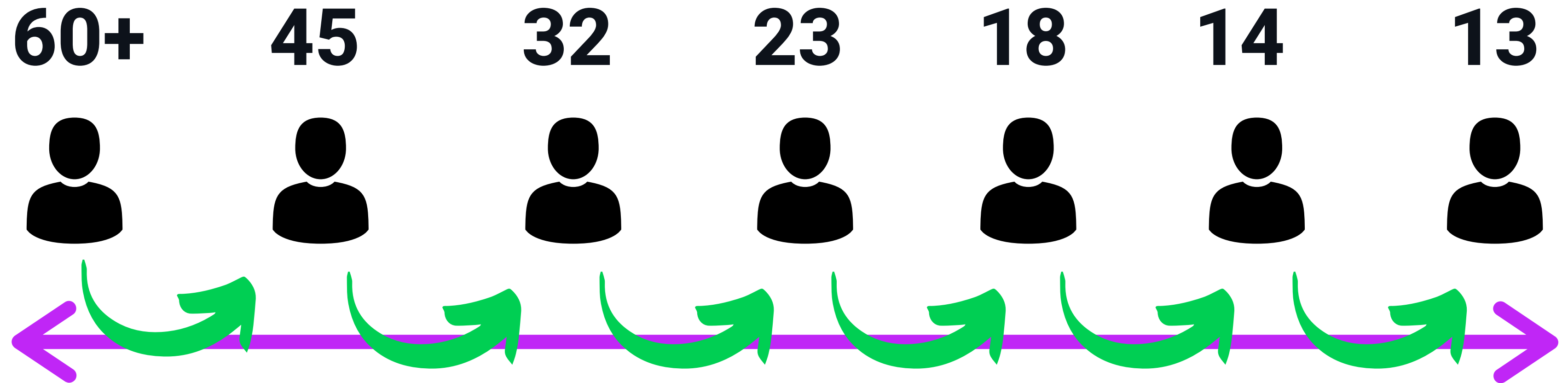
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**PERSONAL EXPERIENCE
PERSPECTIVES**

KNOWLEDGE

**WHERE
TO
START?**

SET CLEAR INTENTIONS



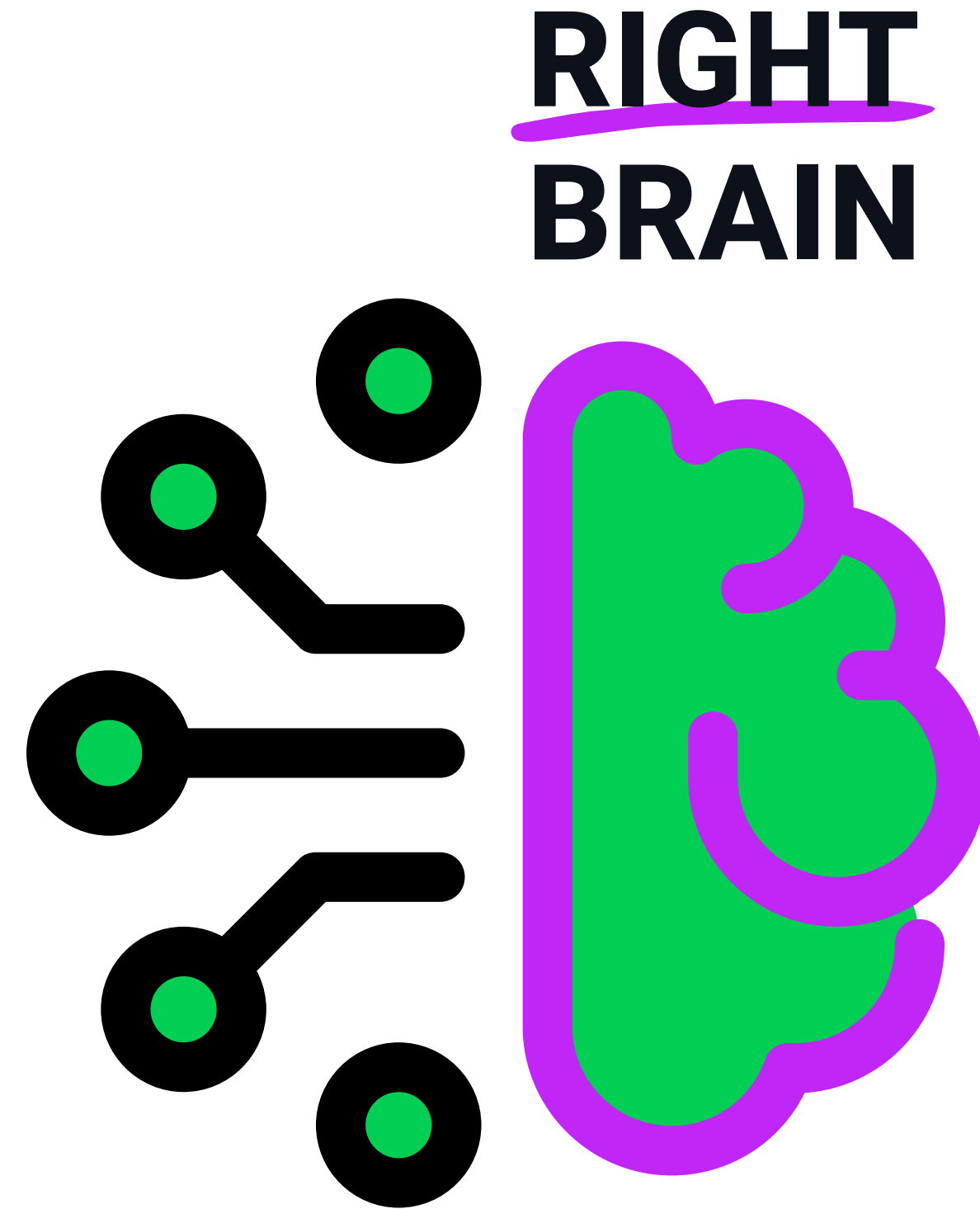
"Check yourself
before you wreck
yourself" - Ice Cube



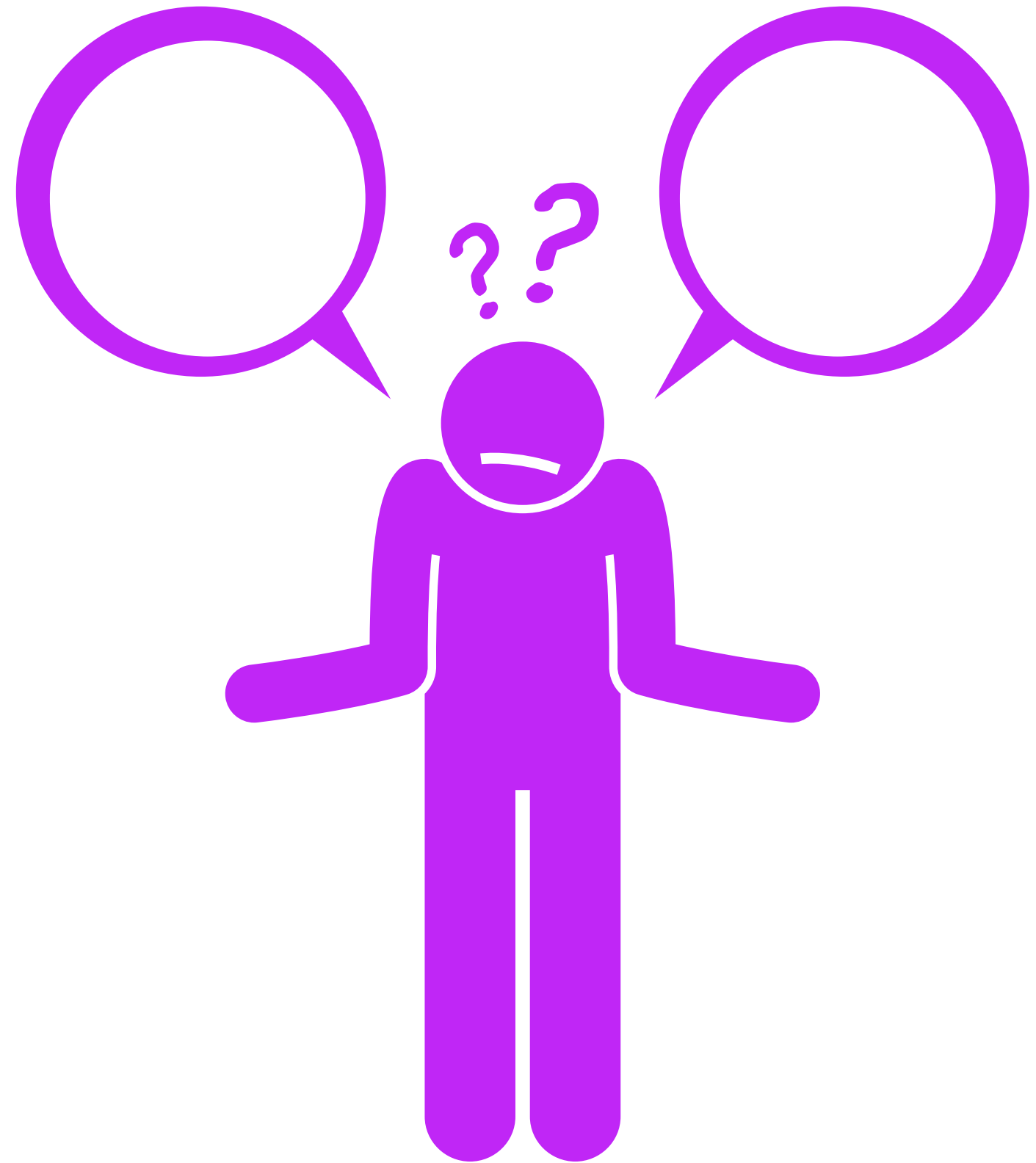
THE SELF- AWARENESS TEST

1. What do you want to be known for?
2. What **value** can you provide to others?
3. What particular set of questions can **you** answer around a specific niche?

Personal branding
can be a creative
outlet for you



IF YOU WANT TO **BECOME**
KNOWN, YOU NEED TO
PUBLISH **CONTENT**



**WHAT IS A
PERSONAL
BRAND?**

**A PERSONAL
BRAND**



a **fancy** word your reputation

A PERSONAL BRAND



a fancy word your reputation

"Everyone has a personal brand but only
few take ownership over it by setting
clear intentions and taking action."

GOAL SETTING

For Personal Brands

- Short-term goals
- Long-term goals
- And goals that can change



ENTRY LEVEL GOALS

FOR PERSONAL BRANDS

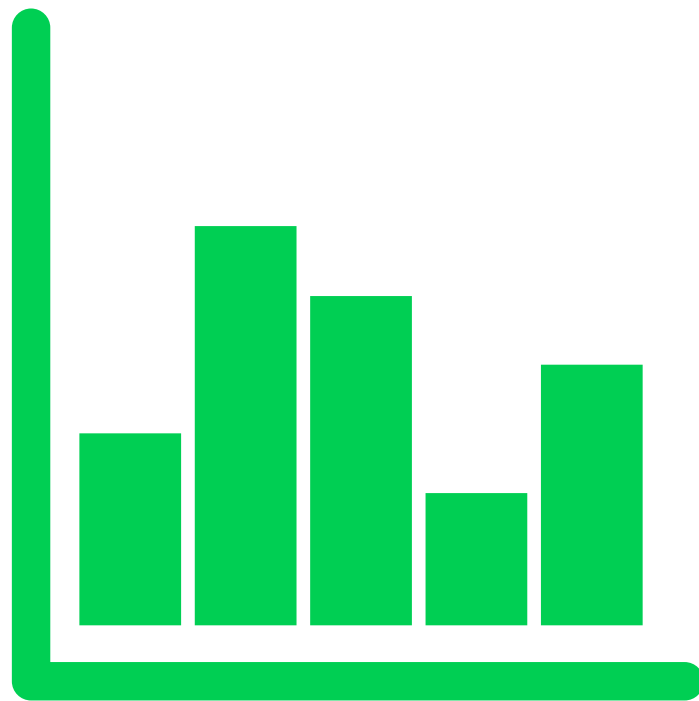


START

- Increased credibility and trust on your skills when interviewing for jobs

ENTRY LEVEL GOALS

FOR PERSONAL BRANDS

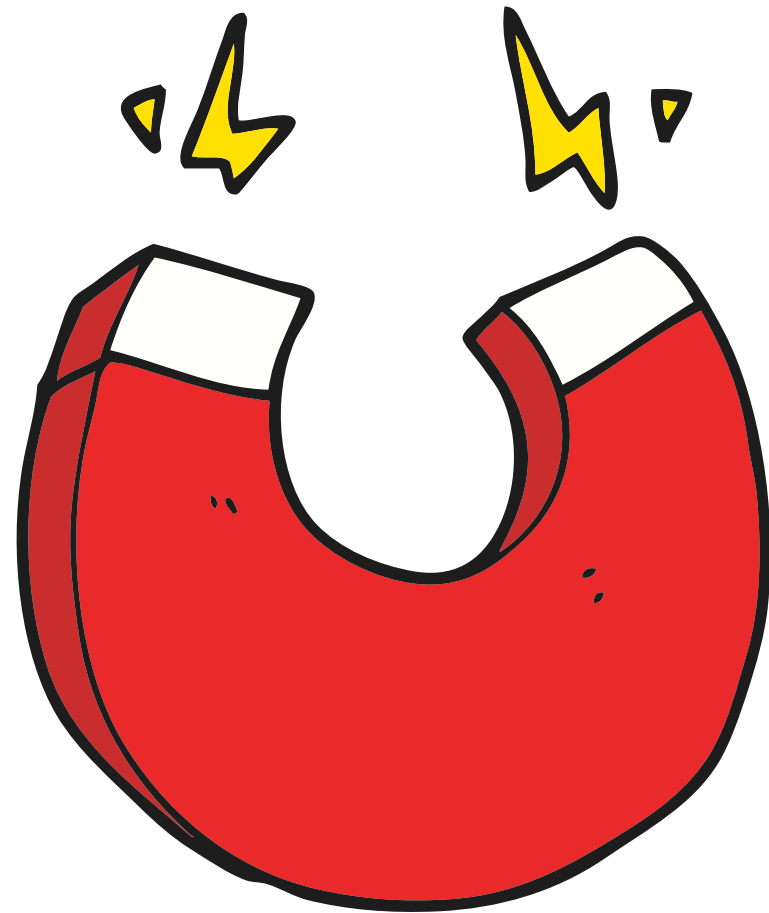


- Increased credibility and trust on your skills when interviewing for jobs

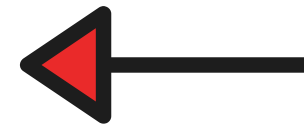
According to a survey by CareerBuilder, a full 70% of employers "use social media to screen candidates before hiring."

ENTRY LEVEL GOALS

FOR PERSONAL BRANDS



- Increased credibility and trust on your skills when interviewing for jobs
- Inbound job offers
- Move up in your company



PRO LEVEL GOALS

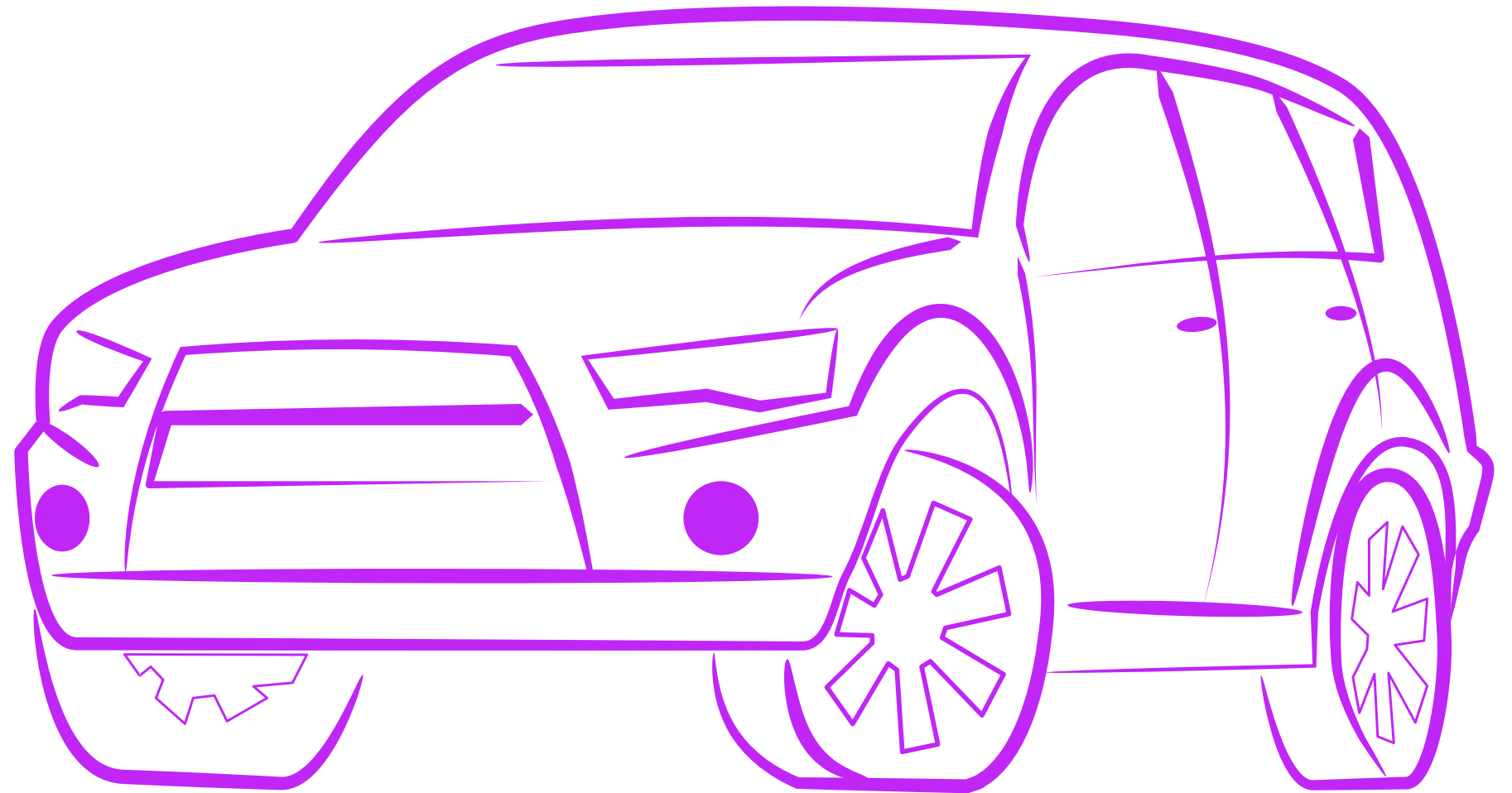
FOR PERSONAL BRANDS



- Inbound growth for your business
- Speaking opportunities
- Media opportunities
- Publish a book

If you think about your
personal brand as a vehicle...

**YOUR
CONTENT IS
THE FUEL.**



HOW TO CREATE AN ENDLESS SUPPLY OF CONTENT?

Create a topic wheel

01

Identify what you
want to be
known for

02

Chisel your
reputation down
to 2-3 main
topics

03

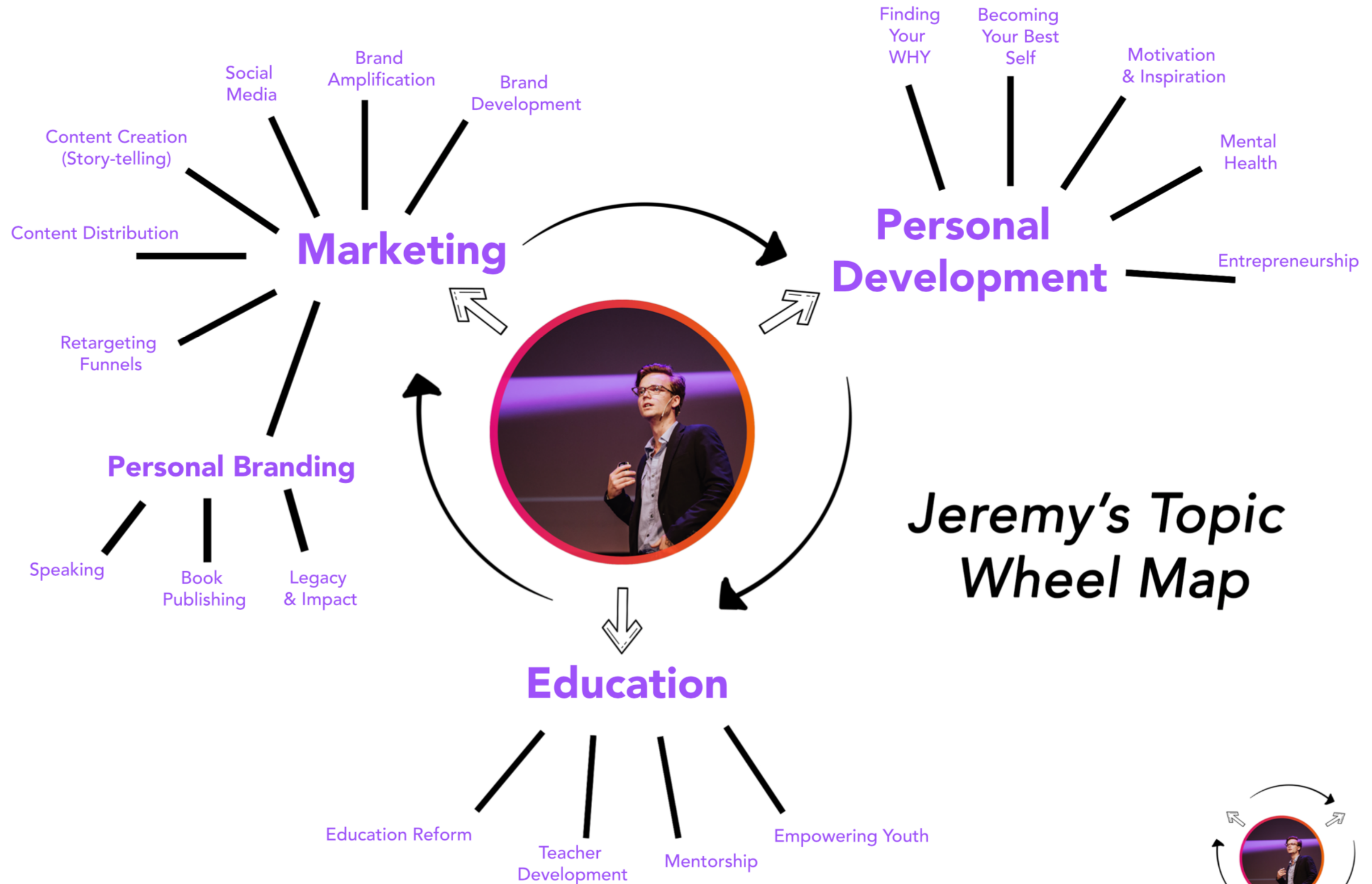
Create your
Topic Wheel Map

04

Create your one-
minute
video/blog list

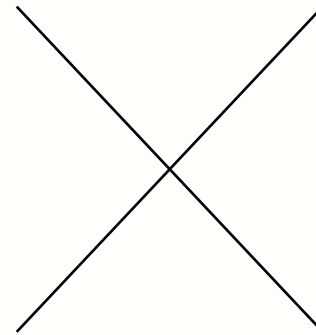
05

Publish content!



If you still feel like you're
blanking on content ideas...

COLLABORATE.



— “ —

**creating content for your
personal brand is
documenting your life.**

— ” —

YOUR FUTURE SELF WILL THANK
YOU FOR CRREATING CONTENT



**Personal branding is not
self-promotion if you
genuinely have the
intention and the follow
through to give people
VALUE.**

GET YOUR REPS IN

Don't expect to be viral
instantly



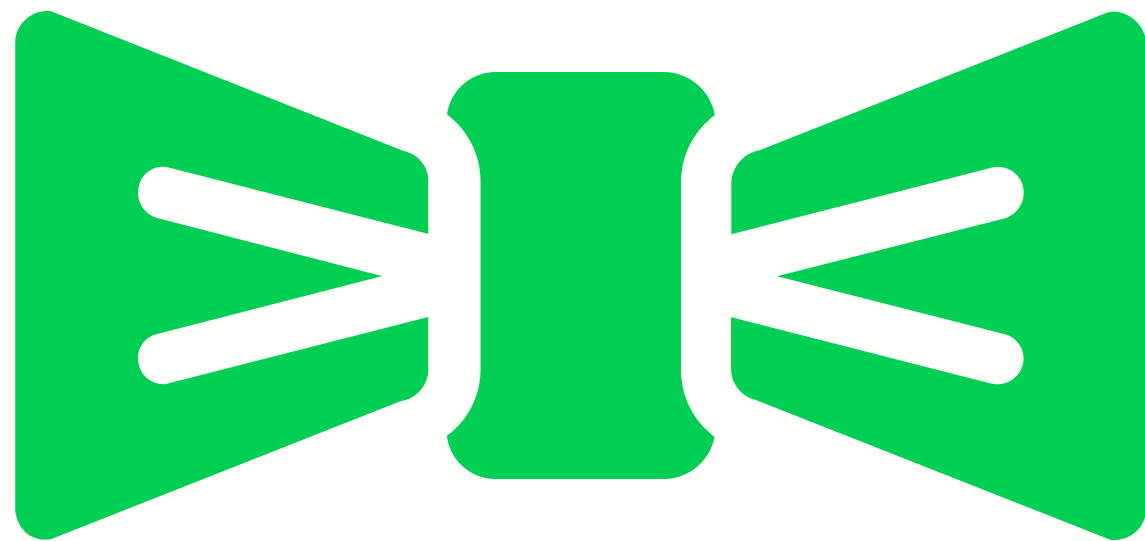
Branding through social media
is a game of consistency

Just remember...

**Embrace the unique
things about you**

and be consistent with it.

If you like fashion,
keep a fashion aesthetic.



Visual Consistency's

**Yellow
glasses**



**Blue
Hair**



**High
pony-tail**



If you like space, talk about space or rockets occasionally in your content.



BRIEF RECAP

01

Know that you
have value to give

02

Set clear
intentions

03

Create your own
Topic Wheel Map

04

Be consistent

05

Play the long
game

- Content topics
- Your aesthetic
- Colors that you use



THREE PEOPLE WHO ARE DOING A GREAT JOB WITH THEIR PERSONAL BRANDS

"When you steal from one author, it's
plagiarism; if you steal from many, it's
research"

DAVID PERELL

ON TWITTER



A screenshot of a Twitter profile card for David Perell. The header image shows a person standing on a glass-paned metal walkway overlooking a vast mountain range under a blue sky with white clouds. The profile picture is a circular portrait of a young man with dark hair, wearing a blue denim shirt. The bio text reads: "The Writing Guy" | I tweet about learning, building an audience, and writing on the Internet | My writing school: writeofpassage.school. The location is listed as New York, the website as perell.com, and it notes he joined in January 2011. At the bottom, it shows 743 Following and 82.1K Followers. A blue 'Follow' button is located in the top right corner of the profile card.

DAVID PERELL 🙌
@david_perell

"The Writing Guy" | I tweet about learning, building an audience, and writing on the Internet | My writing school: writeofpassage.school

📍 New York 🌐 perell.com 📅 Joined January 2011

743 Following **82.1K** Followers

[Follow](#)

Follow
him




DAVID RIGGS


ON LINKEDIN

Message
him





creating websites that make
better first impressions.





David W. Riggs · 1st


Are your website visitors taking you serious?
Message me to make sure | feat. Forbes | John 3:30
Pneuma Media, LLC
Greater Indianapolis · [500+ connections](#)

[Message](#)[More...](#)

Highlights



912 mutual connections
You and David W. both know Tim Kopp, Joshua Akers, and 910 others



Reach out to David W. for...
Mentoring, Joining a nonprofit board, Paid consulting.

[Message David W.](#)

About

You never get a second chance to make a good first impression....



Following

Jen Hartmann

@jenalyson Follows you

Public Relations & Social Strategy @JohnDeere |
Mom & Autism Advocate | Royally loving life

📍 Quad Cities, USA 🔗 royalballrun.com

📅 Joined September 2008

1,531 Following 10.2K Followers



Followed by creativeBTS, Matt V Cummings,
Jeremy McGrew 🎒 ✂️ 💰 🏴‍☠️, and 120 oth...

Tweets

Tweets & replies

Media

Likes

📌 Pinned Tweet



Jen Hartmann @jenalyson · 12/20/19

4 years managing social media
and I know one thing:

I don't know anything.

💬 43

↻ 89

❤️ 1,243



JEN HARTMANN
ON TWITTER

Follow
her

"It goes back to the fact none of
us really
know what we're doing...so don't
try to be
someone else or live up to an
"ideal".
Be 100% true to you."