

# Personal Branding

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## Ice Breaker 1

- Tell me your name?
- Snap your fingers, you can be anyone you want to be – who would it be?

- “Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You... It's that simple -- and that hard. And that inescapable.”
- Tom Peters

- What is personal branding?
  - For you
  - For your students
- Do you need to develop a personal brand?
  - Yes or no?

## Examples closer to home

- Do you personally know someone who has developed a personal brand – either consciously or unconsciously?
  - What is his/her personal brand?
  - Describe this person's brand identity?



## Brand Discover Assessment

- What are your 4P's?
  - Product
  - Promotion
  - Price
  - Placement
- ... could go through each of these... but we don't have the time



## Discover Brand Assessment

- Who is your target audience?
  - Students?
  - Customers?
  - Friends/colleagues?
  - Boss?
  - Community partners?

## Discover Brand Assessment

- What marketing communications tools are you going to use to implement your branding strategy?

## Brand Discover Assessment

- Bio
- Resume
- Letter
- Personal website
- Blog
- Videos
- Portfolio
- Public speaking
- Podcasts
- Publications
- Photos
- FB
- LI
- Twitter
- Newsletter
- Special events

## Brand Discover Assessment

- Describe your packaging?

## Brand goals

- What are the goals for your brand?
- Short term
  - 6 months?
  - 1 year?
- Long term goal
  - 5 years?
  - 15 years?

## Personal Branding Strategies

- Identify 3 strategies to build your personal brand
- Identify 2 tactics for each strategy

## Successful Personal Branding Campaigns... require

- Preparation
- Confidence
- Passion
- Follow-up