



November 5, 2014
Orlando, Florida

Defining Your Personal Brand

Differentiate yourself and create impact

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Hello

- In jan-san for 25+ years
- Small business owner
- Red Cross public affairs volunteer
- VP of PRSA San Antonio
- ISSA member

*My Twitter profile
@GretchenRoufs*

*Strategist, message developer, writer.
Public relations, marketing communications, public involvement.
Artist. Swimming teacher. Wife. Friend. Favorite aunt.*



About my company

We provide seasoned public relations, marketing communications, and public involvement services.

We:

- Design and manage programs that build relationships between an organization and its publics.
- Make complicated topics easy to understand
- Develop and implement key messages



My goal for today

- At least one “aha!” moment
- One or more “to do” items for your own personal branding.



Agenda

1. About personal branding
2. Guidelines
3. Case study
4. Aligning personal and organizational brands
5. Social media
6. Do's, don'ts, and action items
7. Questions and “aha!” moments



Personal branding is a good thing

It inspires us to be consistent,
authentic, and distinctive.



Definitions

- **The concept** of personal branding is thought to have been first used by Tom Peters in 1997.¹
- **Personal branding** is the practice of people marketing themselves and their careers as brands.²
- A personal brand is what people say about you **when you walk out of the room.**

[1] <http://www.fastcompany.com/28905/brand-called-you>.

[2] http://en.wikipedia.org/wiki/Personal_branding



5 things that stand out

1. You already have a personal brand.
2. You have unique skills. Focus on them.
3. Your personal brand is about first impressions.
4. Knowing your personal brand saves time.
5. If people remember you, they'll think of you when they need a _____.



Assumptions

- You know how to network.
- Social media is part of our everyday world.
- There is a difference between personal branding and corporate/organizational branding.



Guidelines

for personal branding.



Be memorable

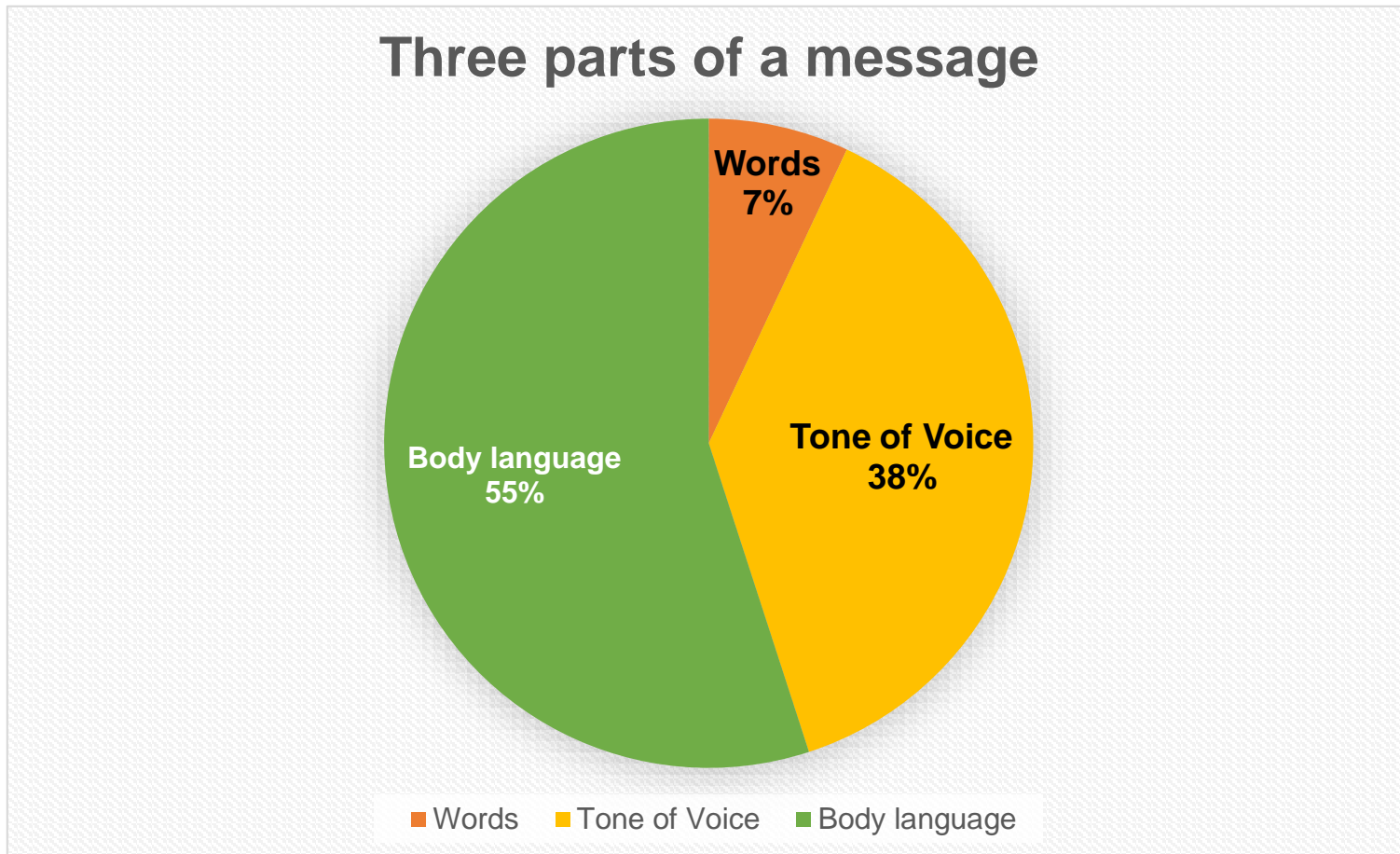
- Visibility vs. ability
 - Visibility gets you in the door. Ability keeps you there.
 - If you're not visible, you'll lose to others who are more visible than you are.
 - Be seen in the right way by the right people.
- Be deliberate about the way people see you.
 - How you conduct yourself in a meeting.
 - The way you introduce yourself to new people.
 - How you make a phone call.
 - The way you start and end an email.



Your first impression



Appearance matters



The 7%-38%-55% Rule

Professor Albert Mehrabian's study on verbal and nonverbal messages. UCLA 1967.

Dress the part

Dress in a way that is aligned with both your personal brand and your work goals.

Characteristic	Features
Cheerful or creative	Colorful accents, eclectic mix of garments and textures.
Conservative or organized	Neat, coordinated, details in place.
Helpful or approachable	Relaxed fit, soft fabrics and colors.
Refined or sophisticated	Quality, well-coordinated, impeccable.

For more details, see *Personal Branding for Dummies* Chapter 12 ©2014.



True or false question:

I have to have a personal brand.

A. True

B. False



Correct answer: “A”

You already have a personal brand. Choosing not to work on it is like thinking it is okay to use a bar of soap in a public restroom. 😊



A personal brand is always:

1. Consistent
2. Authentic
3. Distinctive



Consistent, authentic, distinctive

“Consistency is one of the hallmarks of my career. You knew what you were going to get out of E-Smith every game, every year, no matter if I was 22, 21 or 35 years old.”

Emmitt Smith
NFL running back

- When you behave consistently, people know what to expect from you.
... meets deadlines, team leader, good with customers...
- Everything you do contributes to your brand.
- When you're consistent about who you are, people will trust you.

Consistent, **authentic**, distinctive

“The most exhausting thing you can be is inauthentic.”

Anne Morrow Lindbergh
Author and aviator

- Know yourself.
Be yourself.
- Express your personality.
Bring it to work.
- Don't turn your identity on and off.

Consistent, authentic, **distinctive**

“Remember my mantra:
distinct ... or extinct.”

Tom Peters
Author and consultant

- Know your niche and plot your course.

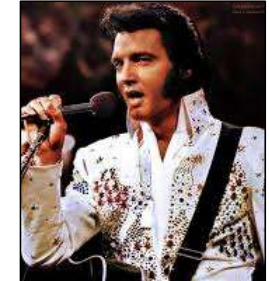
This is when what you offer, who you want to work with, and what the market needs all come together.

- Don't try to serve everyone and be good at everything. Stick to your niche.
- If you stand out from the crowd, you will stand out from your competition.

Strong personal brands

(consistent, authentic, and distinctive)

- Lady Gaga
- Pope Francis
- Elvis Presley
- Meryl Streep
- Kate Middleton
- Steve Jobs
- Lucille Ball
- Howard Stern
- Albert Einstein
- _____
- _____
- _____



Personal branding geniuses

Geniuses are _____, _____, and _____¹ when they do personal branding.

- They know what they're exceptionally good at.
- They have a plan for being visible.
- They recognize their “freak factor”² and what makes them unique.

“I find more of an authenticity in people who are a little strange - so I really like characters who are just the tiniest bit weird.

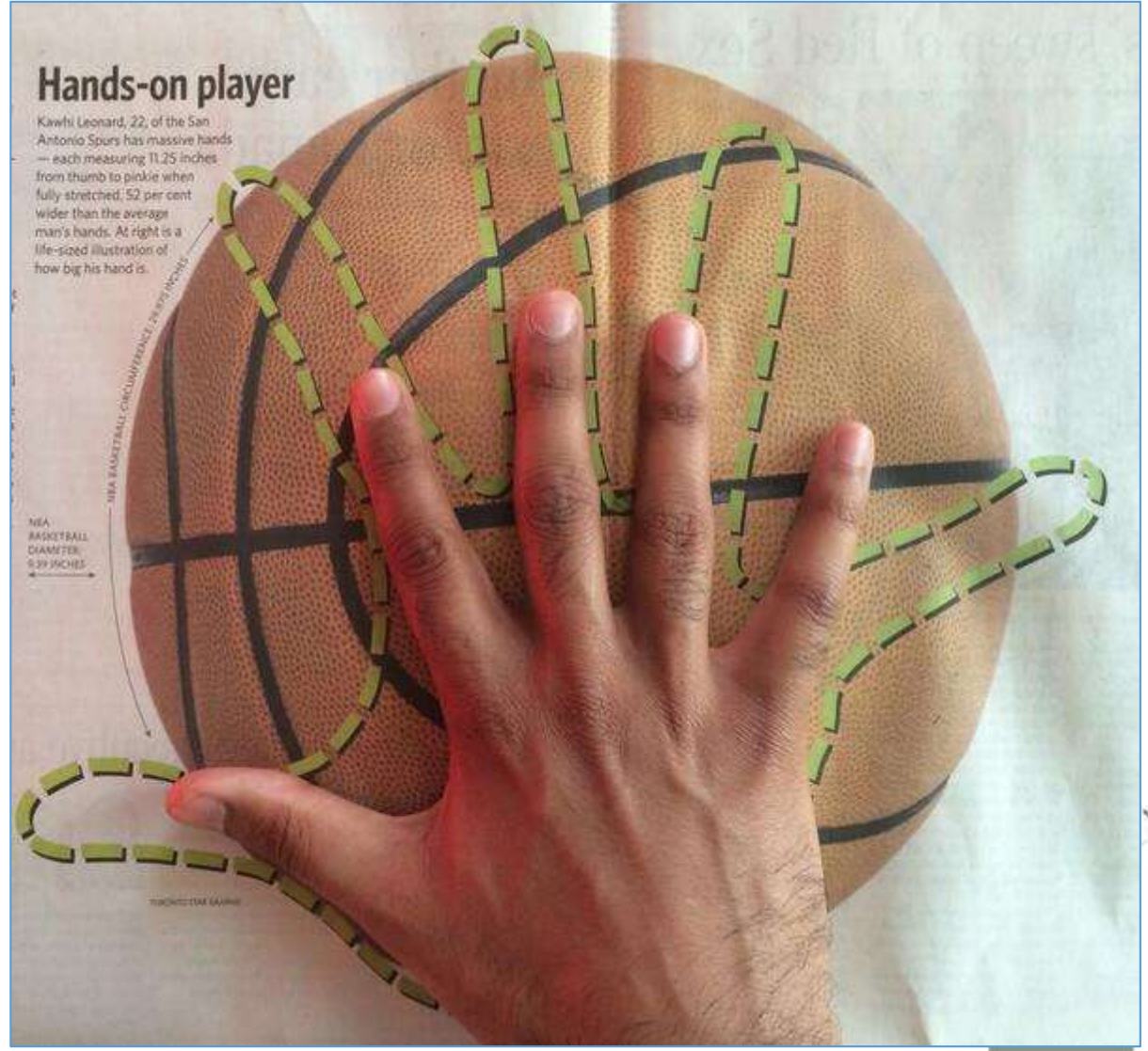
“I find enormous comfort in that - someone who's kind of normal just doesn't feel as true.”

*Missi Pyle,
American actress and singer*

[1] Consistent, authentic, and distinctive
[2] Personal Branding for Dummies © 2014

San Antonio
Spur Kawhi
Leonard's
hands are
52% wider
than the
average
man's hands.

He won the
2014 NBA
Finals MVP at
the tender age
of 22.



A case study

featuring consistent, authentic, and distinctive personal brands.





(Rapunzel)



Disney Princesses: consistent, authentic, and distinctive

Snow White	Her friends are the Seven Dwarfs. Has black hair.
Cinderella	Sparkly blue dress. Went to the ball and danced with the prince. Ran, ripped her dress, lost her shoe.
Aurora (Sleeping Beauty)	Deep, deep sleep. Her true love can kiss her and wake her up.
Ariel (The Little Mermaid)	Mermaid. Red hair. Can turn into a human.
Belle (Beauty and the Beast)	Married a creepy guy. Yellow dress.



Descriptions from a conversation with 6-year old Claire Roufs.

Disney Princesses: consistent, authentic, and distinctive

Jasmine (Aladdin)	Has a tiger friend. Big long pony tail. Blue dress with pants.
Tiana (Princess and the Frog)	Green dress, brown skin. Cooks. Works in a restaurant.
Rapunzel	Long hair. Trapped in a castle. A guy saves her but she already knows a better way.
Merida (Brave)	Red hair. Mom turns into a bear. Has a horse. Has a bow and arrow and shoots but doesn't kill.



Descriptions from a conversation with 6-year old Claire Roufs.

Aligning

your personal brand and your organization's brand.



Your personal brand and your employer

- All team members should have their own personal brand that is distinct. This gives the team more value.
- Apply the same best practices inside and outside of your workplace.
- Your dedication to self-improvement serves the people you work with.



The personal branding mindset at work

- Sell your brand to your boss and coworkers.
 - What are you good at?
 - What do you want to be known for?
 - What do you need to learn to develop your niche?
- Strive to be the kind of employee your company values.
- Employee vs. personal branding mindset:

“The employee mindset is all about fitting in; the personal branding mindset is about standing out from the crowd and more closely resembles how an entrepreneur looks at her work.” ¹

[1] Personal Branding for Dummies © 2014



Social media

and your personal brand.



I'm happy we're at a point in our relationship where you have told me about all the things I had already read about you on the internet.



your  cards
someecards.com

Personal branding and social media

- Personal branding has been around since 1997. Social media has helped it to enjoy a recent renaissance.
- Social media gives the rest of the world a glimpse of our personal brand: who we are, what we value, and what we are good at.
- Google yourself periodically (from someone else's computer) to monitor your brand on social media.



My personal social media policy

- My social media policy helps me stay focused (and appropriate) (and professional).
- If I don't want to see something on the front page of the paper, I don't post it on a social media site.
- I don't talk about personal things on LinkedIn.
- I avoid commenting on work stuff on Facebook.
- I don't post unflattering pictures of friends (or me).
- I never post anything controversial (like politics or religion) even if I am bursting with an opinion.



Pose this question on social media:

“Please list 5 things you'd say about me professionally (strengths, traits, skills, passions, values).”



Do's and don'ts

and action items.



Do's

- Be deliberate about everything you communicate, do, and portray.
- Find your niche, both personally and professionally.
- Include some of your personality in your brand. Be who you naturally are and want to be.
- Keep nurturing and building your brand.





Illustration of Cosette in the Thénardières' inn at Montfermeil depicted by Émile Bayard (1837-1891).

Don'ts

- Don't confuse this with “acting a part.” Be genuine.
- Don't overlook what makes you unique.
- Don't aim for the wrong target. Think about when you're in a group and feel that you don't belong. ***That*** is how the wrong target feels.
- Don't be wishy-washy. Be deliberate about your personal brand.



More do's and don'ts

Personal branding benefits

- Grant permission to be yourself.
- Gain confidence.
- Build credibility.
- Showcase your specialty.
- Leave your mark.
- Connect to your target audience.
- Distinguish yourself from the competition.
- Get the support you need.
- Focus your energy.
- Let yourself be lazy (you don't have to reinvent yourself).

Ways to sink your brand

- Let it go stale/take it for granted.
- Neglect consistency.
- Speak before you think.
- Exhibit bad behavior.
- Be unresponsive.
- Ignore the politics.
- Have an unprofessional online image.
- Not tell the truth.
- Be inauthentic/look like a phony.
- Lose focus.

Excerpted from Personal Branding for Dummies © 2014

It's like branding on the ranch ...

Branding ... is similar to branding on the ranch.

An effective branding program is designed to differentiate your cow from all the other cattle on the ranch, even if all the cattle on the ranch seem to look very much alike.

A successful branding program is based on singularity. It creates a consumer perception that there is no product or service on the market quite like yours.¹

[1] <http://www.mediabuzz.com.sg/asian-emarketing/brand-n-ingameadvertising/2154-marketing-is-building-a-brand-in-the-mind-of-the-consumer>



Action items

1. Write down 2 to 4 things you are really good at in your job. (Think of the things for which you are the “go to” person.)
2. Ask colleagues or clients to list 3 things that you do really well.
3. Audit your resume, professional bio, social media profiles, cover letters, and any other written material to make sure that what you say about yourself is consistent. (Do this audit on a regular basis.)
4. List one thing you can do in the next 2 weeks to enhance your personal brand.



Books

Personal Branding For Dummies

2nd Edition Paperback

by Susan Chritton

The Brand You 50

Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!

by Tom Peters

The Brand Called You

Make Your Business Stand Out in a Crowded Marketplace

by Peter Montoya with Tim Vandehey



Summary

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7. Questions and “aha!” moments



Questions, mailing list

- Questions, “aha!” moments?
- If you have a specific question about personal branding and don't want to bring it in the group, feel free to write it on a card.
- If you would like to be on my mailing list, either leave a business card with me or write your email address and name and company name on a card.





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