



**Rotary Club of San
Antonio North Central**

The Importance of Personal Branding

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Gretchen Roufs

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Strategist, message developer, writer.

Public relations, marketing
communications, public involvement.

Artist. Swimming teacher. Wife. Friend.

Favorite aunt.

📍 San Antonio, Texas

🔗 GretchenRoufs.com

🕒 Joined May 2008

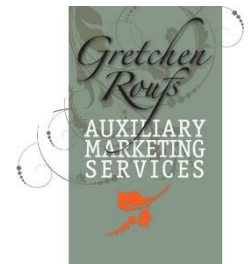
My goal for tonight

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





What industry are you in?



Personal branding is a good thing

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

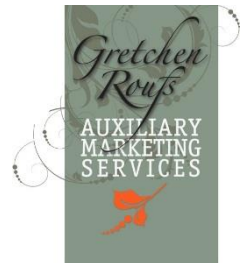


Definitions

- **Concept** is thought to have been first used by Tom Peters in 1997.¹
- The practice of people **marketing themselves and their careers as brands.**²
- 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



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.
- Our audiences are internal and external.
- Personal and organizational branding are different.



Be visible

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

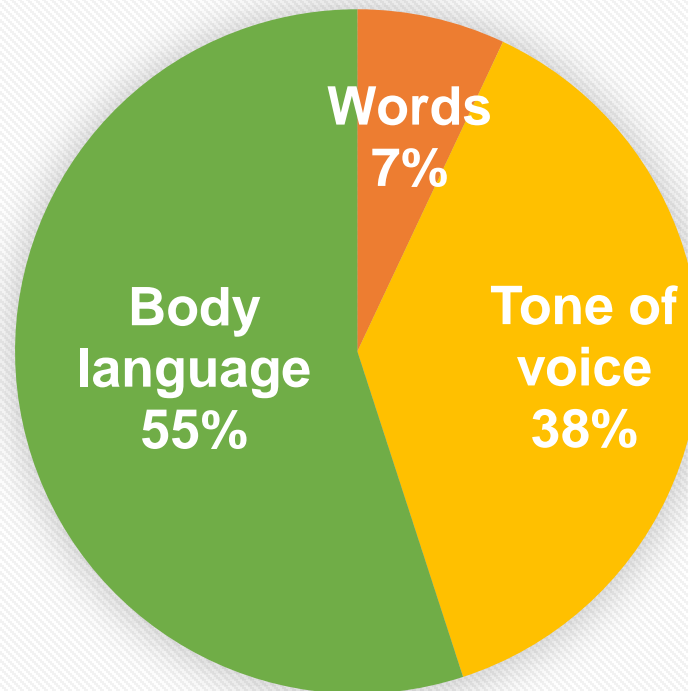
Be deliberate about the way you are seen.

- 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.



Appearance matters

Three parts of a message



■ Words ■ Tone of voice ■ Body language

The 7%-38%-55% Rule

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

True or false question:

I have to have a personal brand.

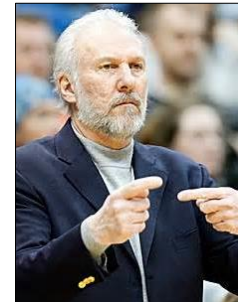
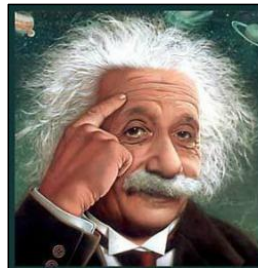
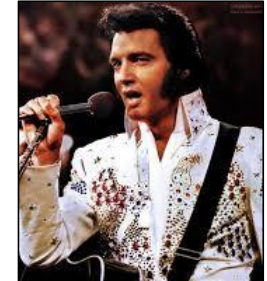
- A. True
- B. False

Correct answer: "A"



Strong personal brands

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



Kawhi

His 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)



Notes from my meeting with Claire.

Snow white
prints are the 7 smooches, black hair, noty
on her head

Cinderella -
sparkly blue dress. Went to the ball + danced w/ Prince
Rumple + her dress ripped. Lost her shoe.

Anneke -
Deep deep sleep. By her feet love has
to kiss her to wake her up.

Ariel mermaid. Red hair. Can turn into a
human

Belle married a creepy guy. Yellow dress

Jasmine has a tiger friend
Big long + pig tail. She does w/ pant

Pocahontas ?

Mulan ?

Tiana green dress, brown skin. Cook (works
at restaurant)

Rapunzel long hair trapped in castle
guy saves her but she already knows
a better way

Merida red hair. Turns into a bear.
Has a horse, bow + arrow +
shoots but doesn't kill (shoots at
the red).

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.

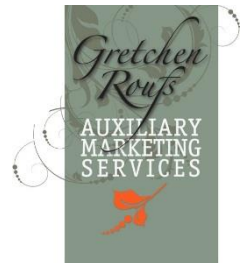


The work mindset

- Sell your brand to your team members.
 - What are you good at?
 - What do you want to be known for?
 - What do you need to learn to develop your niche?
- Employee vs. personal branding mindset:

“The employee mindset is all about fitting in; the personal branding mindset is about standing out from the crowd ...” 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.



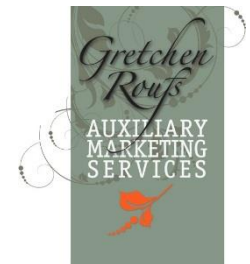
your  cards
someecards.com

My personal 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.



Do's and don'ts



Do

- 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.



Don't

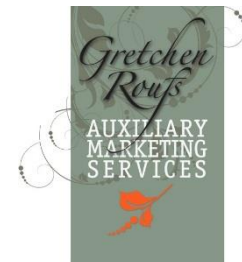
- Don't confuse this with “acting a part.” Be genuine.
- Don't overlook what makes you unique.
- Don't aim for the wrong target. Think about when you're in a group and feel that you don't belong. ***That*** is how the wrong target feels.
- Don't be wishy-washy. Be deliberate about your personal brand.



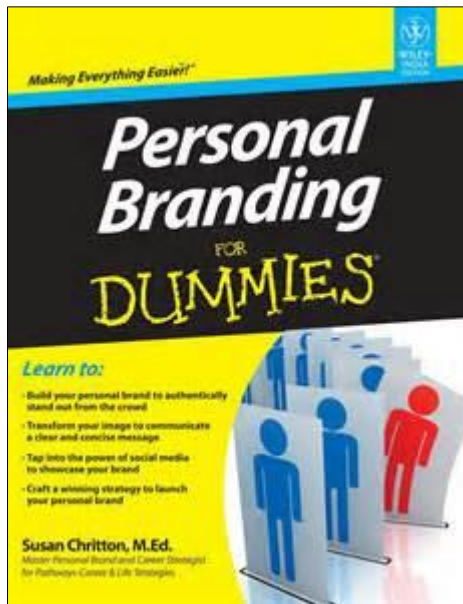


List at least one thing you can do by May 25 to enhance your personal brand.

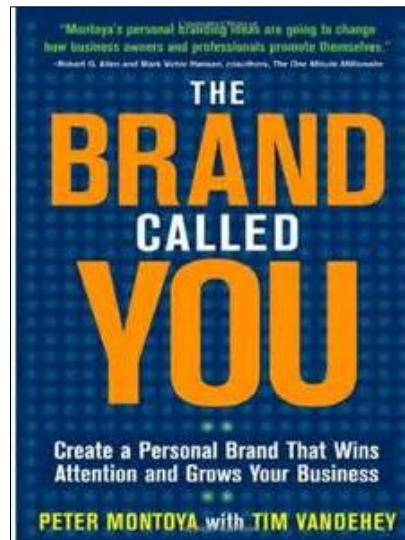
(Be realistic)



Books



by Susan Chritton



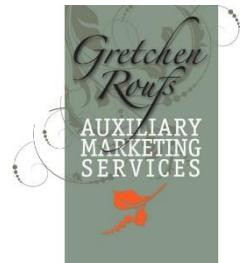
*by Peter Montoya
with Tim Vandehey*



by Tom Peters

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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